

# LIFE



ANNA NEAGLE

APRIL 8, 1940

10 CENTS





**THIS WHISPERING GIANT** of a 99 horse-power, Manifold-Sealed engine gives you flashing pick-up of 15 to 50 MPH in 12.9 seconds, *high gear*. With Automatic Fourth Speed Forward that saves up to 20% on gasoline. Call your dealer and *drive* this Nash today!



**GET OFF THE BEATEN TRACK** and go places this summer! Arrow-Flight Ride . . . Sand-Mortex soundproofing . . . let you travel in comfort and quiet. With Nash's big Convertible Bed, you can sleep where you stop, under the stars.

## *Lady—make up your (HUSBAND'S) mind!*

### *FUNNY THING* about a man.

He likes battered hats . . . and wrinkled suits . . . and hates to part with his old car.

But let him catch sight of a long, *low* sky-blue beauty of a 1940 Nash—and then, dear lady, the matter's out of your hands.

Let him get in . . . a little awed—and sink down into that Foam Sponge seat. Then quick, you take the wheel . . . tap your toe—and off you go!

That old business of tugging at the wheel . . . struggling with a gearshift . . . s-t-r-e-t-c-h-i-n-g to the throttle—all that's gone. A Nash understands the feminine touch.

You'll have to tell him what's under the hood. He can *see*—but he can't *hear* what it does. His old car never went or whispered like this.

And, when a Fourth Speed "clicks" in—and before his eyes all outdoors goes flying by—he nonchalant. Slyly nudge that Automatic Overtake and watch his face when his hat sails into the back seat.

Then cruise—boldly—over bumps and ruts—just as though they didn't exist—and they don't—to Nash's Arrow-Flight Ride.

Reach forward and casually twirl a dial. In an instant the air is fresh and bulmy as May. But, don't bother to explain—just point. It's that Nash "Weather Eye".

When he demands the wheel—surrender it meekly. The rest is only a matter of minutes. After all, let *him* have the last word.

We don't ask you to understand all of Nash's facts and figures—but your husband will.

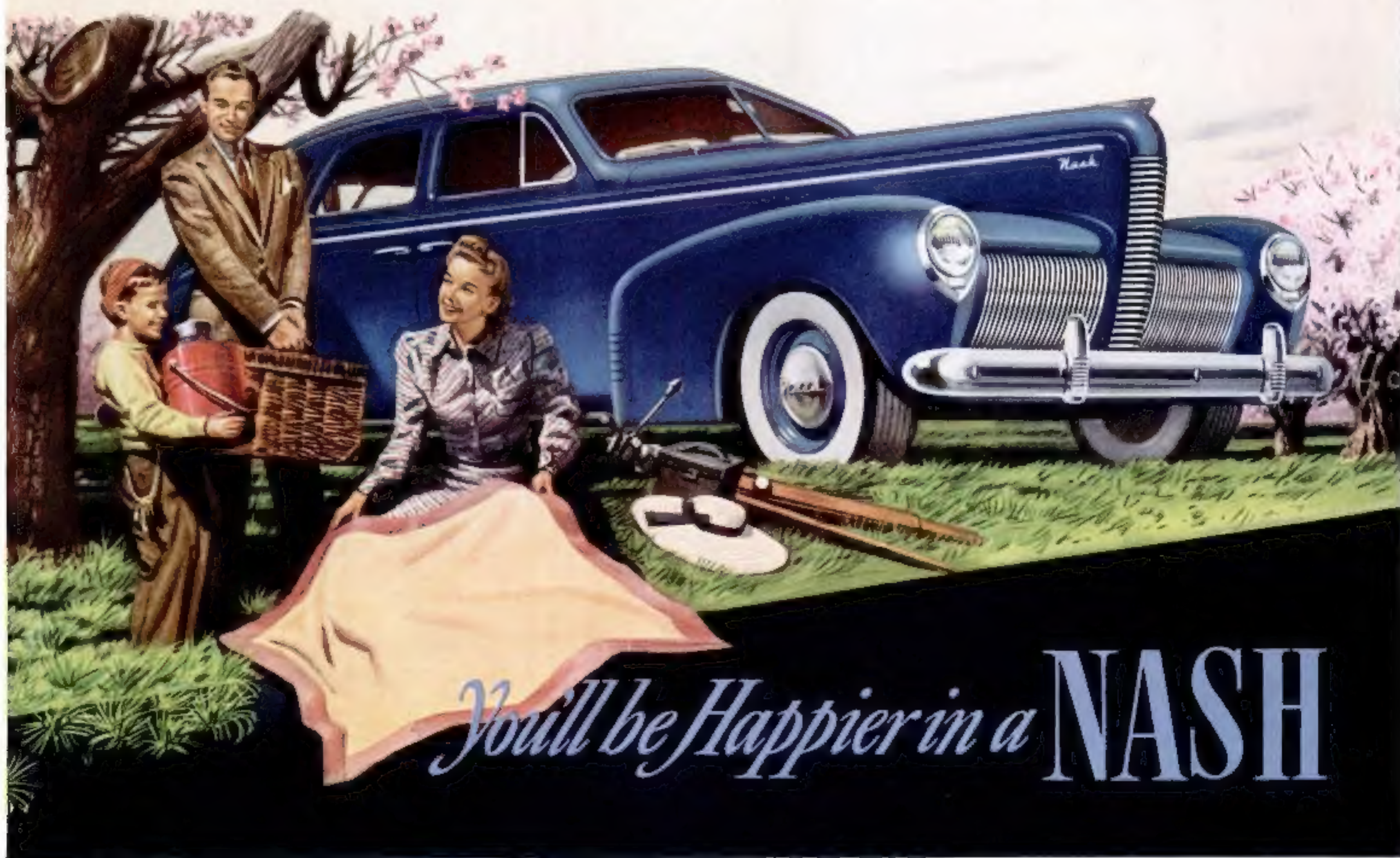
He'll know no other car can match such long-life features as its 7-bearing crankshaft . . . Manifold-Sealed Engine . . . or double-frame chassis. When it comes to things like its Sealed Beam lights . . . the Convertible Bed . . . he'll nod his head.

And this is one time when the best *doesn't* cost the most. Many models are now only a few dollars more than smaller All-3 cars and cost as little to run.

Make up your (husband's) mind. Bring him in today—a Nash will do the rest.

LOWER PRICES: from \$795 delivered at the Factory! Lafayette Series Sedan (below) \$875, includes Standard Equipment and Federal Taxes. White Sidewall Tires, The Weather Eye, Rear Wheel-Shields, Foam Sponge Seats and Fourth Speed Forward, optional extras.

# \$795



*You'll be Happier in a* **NASH**



# It's Clear Which Car is Biggest, Best-Built!

MAKE THIS EASY "ONE-TWO" COMPARISON OF "ALL THREE" LOW-PRICED CARS

## 1. SEE THE QUALITY CHART



IT'S A QUICK REVELATION OF WHAT THE 1940 AUTOMOBILES GIVE YOU IN SIZE, SAFETY, COMFORT, LUXURY, AND FINE-CAR QUALITY

## 2. TAKE THE LUXURY RIDE



YOU'LL BE COMPLETELY AMAZED WHEN YOU SEE HOW MUCH MORE ROOMINESS AND DRIVING PLEASURE YOU CAN NOW GET FOR LOW PRICE

OF 22 FEATURES FOUND IN HIGH-PRICED CARS—

*Plymouth has 21...  
Car "2" has 11... Car "3" has 8*

TODAY, "All Three" low-priced cars cost about the same—but thousands are switching to Plymouth! The public is rapidly discovering that the 1940 Plymouth is the one *low-priced* car most like the *high-priced* cars.

The 1940 Quality Chart shows you that Plymouth is the *only one* of "All Three" low-priced cars that gives you a majority of the 22 important quality features found in high-priced cars!

*That's why this big Plymouth is so popular!*

Plymouth is the largest of "All Three" inside and out. Plymouth alone gives you independent front coil springs on all models...the thrilling performance and economy of a big, 84-horsepower Floating Power engine!

See the 1940 Quality Chart today at any nearby Plymouth dealer's. And be sure to take Plymouth's Luxury Ride... you'll be delighted! PLYMOUTH DIVISION OF CHRYSLER CORPORATION.

MAJOR BOWES, C.B.S. NETWORK, THURS., 9 TO 10 P.M., E.S.T.  
SEE THE NEW LOW-PRICED PLYMOUTH COMMERCIAL CARS!



COUPES  
START AT \$645

SEDANS  
START AT \$699

DELIVERED IN DETROIT, MICH., including bumpers, spare wheel, tire, tube, foot control for headlight beam, ash-tray front and rear, sun visor, safety glass and big trunk space (21.6 cu. ft.). Prices include federal taxes. Transportation, state, local taxes, not included.

# PLYMOUTH BUILDS GREAT CARS

Copyrighted material



# MOVING 200,000 TRAINS THROUGH THIS 80-ACRE MAZE MEANS HEADACHES

## Guards Safety of Millions!

Mr. Offerman (above) in railroad control tower. He routes 200,000 trains a year through New York's Grand Central Terminal. "I must have a clear head, steady nerves, so I take Bromo-Seltzer for headache. It calms my nerves, too."

**SAYS TRAINMASTER  
HERMAN  
OFFERMAN**

**BROMO-SELTZER  
BRINGS ME MORE  
ALL-ROUND HEADACHE  
RELIEF THAN ANYTHING  
I'VE TRIED**

**Why  
Bromo-Seltzer  
does more for you than  
a simple pain reliever can**

If you get headaches all the time—if they hang on—consult your doctor. But for simple headaches (these may be NERVOUS or DIGESTIVE) take Bromo-Seltzer. It does more than simple pain relievers can. Here's how it helps you:

1. RELIEVES PAIN—quickly and pleasantly
2. STEADIES NERVES—relaxes the tension
3. SETTLES UPSET STOMACH

For over 50 years millions have relied on Bromo-Seltzer! Follow directions on the label. At all drugstores, soda fountains. Keep it at home, too!



**BROMO-SELTZER** Liked more because it  
does more for headache

## LETTERS TO THE EDITORS

### Blood Collector

Sirs:

In your article on Dillinger's death (LIFE, March 11), I came across a paragraph which reads that women passers-by dipped handkerchiefs in his blood at the scene of his death. Well, I hope that you don't mind me saying that it isn't true for I personally did all the dipping.

I was at the scene a short while after his death with a very few people there, in fact even before the cameramen. I stood at the spot of his death, looking at the pool of blood and decided to make a nice souvenir for myself. So I took out my notebook and dipped it in and closed it.

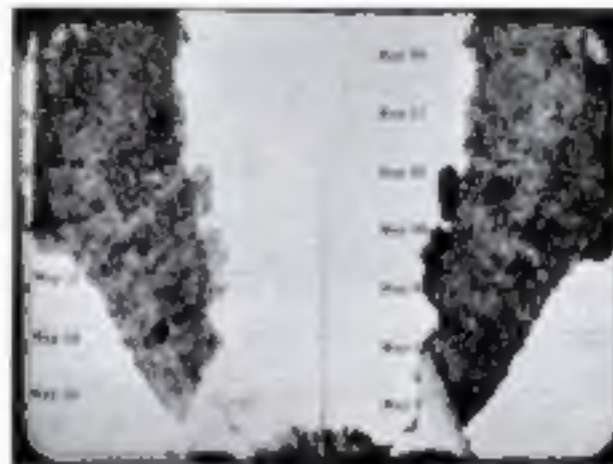
The people seeing me doing this asked me to dip different articles in the blood which was on the driveway on the bricks. So I did this until I dried it all up. Included were handkerchiefs, newspapers, cards, etc. One cameraman asked us to hold open the newspaper that I dipped in the blood, then took pictures.

You may use whatever you wish to have. If you please to excuse the writing please for I am busy here in the barbershop. By the way I am a barber.

GEORGE ODISHOO

New Britain, Conn.

● The page from Barber Odishoo's notebook, with Dillinger's dried blood, appears below.—ED.



DILLINGER'S BLOOD



GEORGE ODISHOO

"Walter Scott of America"

Sirs:

Congratulations on Kenneth Roberts' article (LIFE, March 18). It is about time the American public was reminded of Roberts' genius. You omitted mentioning one of his best novels, *Rabble in Arms*, which was, incidentally, the subject of a recent Orson Welles broadcast.

F. E. RAY, JR.

Harrisburg, Pa.

Sirs:

Many thanks for the kind mention but this man Roberts has only written eight or ten books. Tell him to go get a reputation.

SIR WALTER SCOTT

Kennebunkport, Me.

● Come out from behind those false whiskers, Kenneth Roberts. You have actually written 19 books, including five novels. Scott, at the same age (54), had written 21 novels.—ED.

Ducks and Ducks

Sirs:

Such disparity! Such negligence! In all earnestness you describe Kenneth

(continued on p. 4)



in this  
Hagen  
**"CORELESS"**

The name of this Hagen golf ball tells you exactly what it is—a ball absolutely without a core! Hence there is no center to shift, break or get off balance.

Thus in this Hagen Coreless, the causes of virtually all major golf ball troubles are removed.

The entire ball except the cover is formed of Para thread. And if, as you've always been told, it's winding that makes a golf ball, what can be better than a ball of all winding? That's exactly what you get in the Hagen Coreless.

With a cover that's plenty tough—a ball that comes to you round, and stays round, round after round—the Hagen Coreless is the ball to tie into in 1940!

*The L.A. Young Golf Co.*  
GRAND RAPIDS • MICHIGAN



Do you see Ann?  
 No! I see a Smiling Young Bride.  
 Is her Smile Lovely?  
 Her Smile is Lovely beyond Words.  
 What could the Reason be?  
 Perhaps because she started young to use Ipana and Massage.



**Your own smile is priceless... guard it! Let Ipana and Massage help keep your gums healthier, your teeth and smile more sparkling.**



**G**... might well be an adage for many an adult when it comes to proper dental care.

For today, thousands of youngsters are being taught in classrooms a lesson many parents still have to learn... the value of *gum massage* to healthy gums, sparkling teeth.

They know that most modern foods we eat—soft, creamy, well-cooked—deprive our gums of the exercise and stimulation they need for health. No wonder, then, that our gums often tend to become soft, tender... and signal their sensitivity with a warning tinge of “pink” on the tooth brush!

**So Foolish to Ignore “Pink Tooth Brush”**

The minute “pink” shows on your tooth brush... see your dentist! It may not be a sign of serious trouble... but get his advice. Very likely, he will tell you that your gums are

lazy, need “waking up.” And, like so many modern dentists, he may suggest “the healthful stimulation of Ipana Tooth Paste and massage”!

For Ipana not only cleans your teeth but, with massage, is especially designed to aid your gums. So, each time you brush your teeth, massage a little extra Ipana onto your gums. You’ll notice an invigorating “tang”... exclusive with Ipana and massage. This “tang” is an indication that you are stimulating gum circulation... and so helping gums to become healthier—teeth more sparkling!

Get a tube of economical Ipana Tooth Paste today! And start the daily habit of Ipana and massage... for firmer gums, brighter teeth, more radiant smiles!

**Ipana Tooth Paste**

This One



PAX1-L92-482H



# Weekly salary \$50, he welcomed this plan to make his family's future safe

## TODAY

HIS PAY CHECKS MEET THE MONTHLY BILLS. And he is setting aside about \$1 a day to guarantee his family's happiness in the years to come.



## IF HE DIES

HIS FAMILY WILL GET \$100 EVERY MONTH FOR 20 YEARS—a guaranteed income to pay inescapable expenses until his children are grown.



AFTER THAT, HIS WIFE WILL GET \$10,000 CASH... or a monthly income for her independence all the years she lives.



Copyright 1940 by The Union Central Life Insurance Co.

A SINGLE UNIT OF THE MULTIPLE PROTECTION PLAN produces this large return from a small investment because... it provides money not in a lump sum but in monthly checks as the family needs it... especially during the years when the children are growing up.

The Multiple Protection Plan is adaptable to your family—paying \$50, \$75, \$100, or up to \$1,000 a month, depending on your needs and your budget. It is easy to get complete information on this new plan without obligation. Write to The Union Central Life Insurance Company, Dept. B-13, Cincinnati, Ohio.

## THE UNION CENTRAL LIFE INSURANCE CO.

~ A \$300,000,000 INSTITUTION . . . . FOUNDED IN 1867 ~

## LETTERS TO THE EDITORS

(continued)

Roberts' fervor for detail and in almost the same breath you brazenly state that he is feeding Canada geese and white ducks. Those "geese" are mallards (*Anas platyrhynchos*) and wood ducks (*Aix sponsa*).

If Mr. Roberts, dear editors, has all the zeal for detail you claim he has, he'll most certainly verify my identification.

VINCENT E. SHAININ

New York, N. Y.

Sirs:

This is to advise you there are ducks and ducks but not geese and ducks in this picture. Mallards happen to be the dark objects floating, along with the pekings.

JOHN C. MILLER

Halboro, Pa.

● Mallards they are.—ED.

ME 1940

Sirs:

Congratulations on your article about Ohio's "favorite son," Robert Taft (and probably "favorite daughter," Martha Taft), LIFE, March 18.

Here's a bit of news about the same, which time alone can tell of its significance. The private telephone number of "Bob" Taft in Washington is ME 1940. (ME is abbreviation of Metropolitan, but is used on dial phones.)

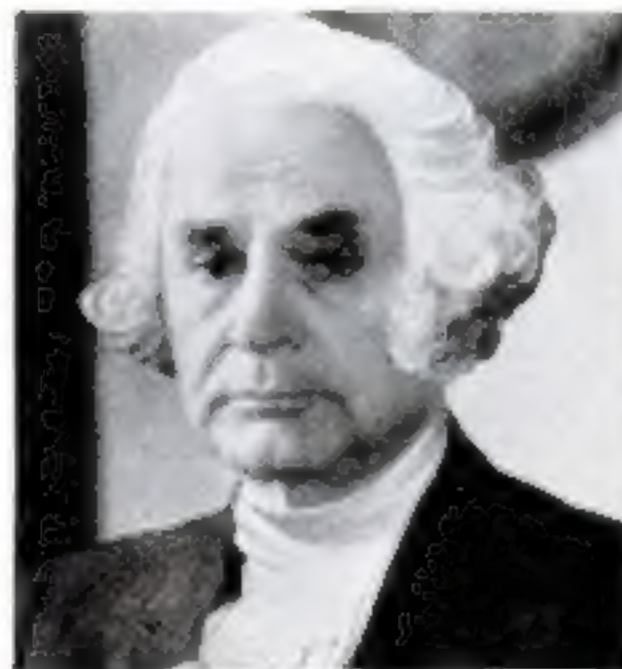
WELBY C. WOOD

Baltimore, Md.

Washingtonian Hull

Sirs:

You call Secretary of State Cordell Hull "Lincolnian" under your splendid portrait of him in LIFE of March 18. I had a superimposed picture made of



WESTMORE'S HULL

George Washington's wig and tie; I placed them on Mr. Hull and this is the result. There has been no retouching whatsoever done to Mr. Hull's face.

Check with any \$1 bill that's handy.

PERC WESTMORE

Warner Bros. Studios  
Hollywood, Calif.

● With a face both Lincolnian and Washingtonian, Mr. Hull should go far.—ED.

The Hulls of Tennessee

Sirs:

I think the swellest job you have done was the pictures of the Clan of Hulls. I have never seen a better Americana nor a more significant Presidential build-up in my life. My hat's off to you.

WILLIAM ALLEN WHITE

Emporia Gazette  
Emporia, Kan.

Sirs:

Let me congratulate you in bringing to the people's notice in your issue of March 18 the sometimes forgotten fact that the basis of our country's remarkable progress as a nation is reflected in the virile qualities of our present gen-

(continued on p. 6)

Don't take "NO" for an answer



There is a Genuine

## Motorola Radio

That will exactly fit and match the dash of your car

You needn't envy the fellow who boasts about the rich, radiant reception he gets on his Motorola car radio. You can own and enjoy a Motorola because there is a model specially made to fit the instrument panel in your car... no matter what car you may be driving.

**Automatic Push-Button Tuning • Exceptional Long Range Reception**

Motorola engineers have pioneered and perfected every major development in auto radio. They're specialists! They've met and mastered the problem of clear, faithful reception at highest cruising speeds. They give you in Motorola, a car radio that reaches an all time high in beautiful tone.

## Motorola

is America's Finest Car Radio

Built into every Motorola is the power for musical reproduction that satisfies such famous authorities as Mary Martin, Tito Schipa, Abe Lyman, Dick Powell, Ted Weems... and you'll get those far distant stations with miraculous ease. Your ear will tell you that Motorola is the radio you've been wanting. Your pocket book will agree Motorola is radio's biggest value!

WRITE FOR ILLUSTRATED  
**FREE BOOKLET**

Know how to measure and judge good car radio performance.

GALVIN MFG. CORPORATION  
4527 Augusta Blvd. Chicago, Ill.

**Motorola**  
AMERICA'S FINEST Radio  
FOR YOUR CAR AND HOME



# "Hi, Fifteen-Footer, You're **THE LONGEST** of the **LOT**

*... the very longest of all lowest-priced cars!"*



*The Special De Luxe Sport Sedan, \$802\**

Chevrolet believes that the car that fills the starring role—the car that gives the most brilliant performance in the whole field of low-cost motoring—should look as well as act the part.

So Chevrolet for '40 is a big, strapping fifteen-footer—the *very longest of all lowest-priced cars*—measuring a full 181 inches from front of grille to rear of body!

Every one of those inches is streamlined to breath-taking beauty. Every one of them adds up to make this big "Royal Clipper" model the most comfortable car in its price range. And every one belongs to a car that cleaves the air like an arrow when you step on the throttle!

Because, as you know, Chevrolet for '40 is the liveliest of all low-priced cars . . . powered by a super-

**It measures a thrilling fifteen feet plus—181 inches from front of grille to rear of body—and it's "every inch the king" of lowest-priced cars!**

silent Valve-in-Head Engine which places it first in acceleration, first in hill-climbing, first in all-round action . . . and yet it's so economical that everybody envies the Chevrolet owner its extremely low cost of operation and upkeep.

You're in line for a new motor car this year and you know where the value is. People say—and the popularity polls prove—"Chevrolet's **FIRST Again!**"

CHEVROLET MOTOR DIVISION  
General Motors Sales Corporation, DETROIT, MICHIGAN



**EYE IT..TRY IT..BUY IT!**

# **"CHEVROLET'S FIRST AGAIN!"**



# I FELT LIKE A HIPPO

till I tried the  
"Press and Lift" test!



I FRETTER and complained until finally Amy spoke up, "For heaven's sake stop talking about your bulges and try the Spirella 'Press and Lift' test!"

"PRESS DOWN from the waist," she said. I did and it felt terrible. "See?" she said. "That's what you get with an ordinary corset. It hugs tight and presses your insides like an orange squeezer."

NEXT SHE told me to lower my hands and lift. "There," said Amy, "that's the way you feel in a Spirella!" And it was such a grand, light feeling I called the Spirella Corsetiere then and there!



SUCH FREEDOM! Thanks to the Spirella flexible stay I can bend or sway in any direction with never a jab. And I'll save, too! Because Amy says a Spirella lasts and lasts and never loses shape!



I NEARLY HUGGED the corsetiere when she put me into the patented Spirella Modeling Garments. I was inches smaller at the waist! Not a sign of a bulge! And that's exactly the way my new Spirella fits. No wonder! It's individually designed, cut and styled to my figure, not just "altered" to fit for a while. I feel years younger because of the Spirella designing principle that follows the natural action of my own muscles. I can get my housework done twice as fast!

FREE BOOKLET. Try the Press and Lift Test and send for 16-page, illustrated free booklet "The New Art of Figure Grooming." Clip the coupon today!

Spirella, Dept. F-7  
Niagara Falls, N. Y.  
(Canadian Factory: Niagara Falls, Ont.)

Please send me your free illustrated booklet, "The New Art of Figure Grooming" without obligation.  
Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

OPPORTUNITY FOR AMBITIOUS WOMEN 20 TO 45.  
Build up permanent profitable Spirella business of your own. Check here for details ☐

LOOK BETTER WITH  
**Spirella**  
FEEL BETTER, TOO!

## LETTERS TO THE EDITORS (continued)

eration's forebears. The intimate pictures of our fine Secretary of State Cordell Hull's Tennessee kinsfolk graphically illustrate this point.

Greatness of mind or soul does not "just come" to one, but is the result of inherent qualities passed on from one generation to another. Perhaps you will be interested to know another part of Cordell Hull's ancestry, which I am proud to hold with him. He is a direct descendant of the Grahams of Montrose, dating back to the 13th Century in England, also of Commodore Isaac Hull, of Revolutionary days (who is my great-grandfather), and his ancestors also inter-married with the famous Elijah Hall's family (of Paul Jones renown), which dates back, with the inter-married Sherburne family, to the Norman Conquest.

I also own our great-grandmother Hull's beautiful portrait in oils, which bears a remarkable likeness to our present Secretary of State. I, for one, am proud of the common heritage we all hold together, combining the best in American and Old English stock.

NENA SHERBURNE H. HULL  
DURYEA  
Toledo, Ohio

Sirs:

If more of the men in our government, from the President down, would attain their positions as has Mr. Hull, this would be a far better country in which to live. No man nor group of men can ever solve the common man's problems if he or they have never experienced the thoughts of a common man.

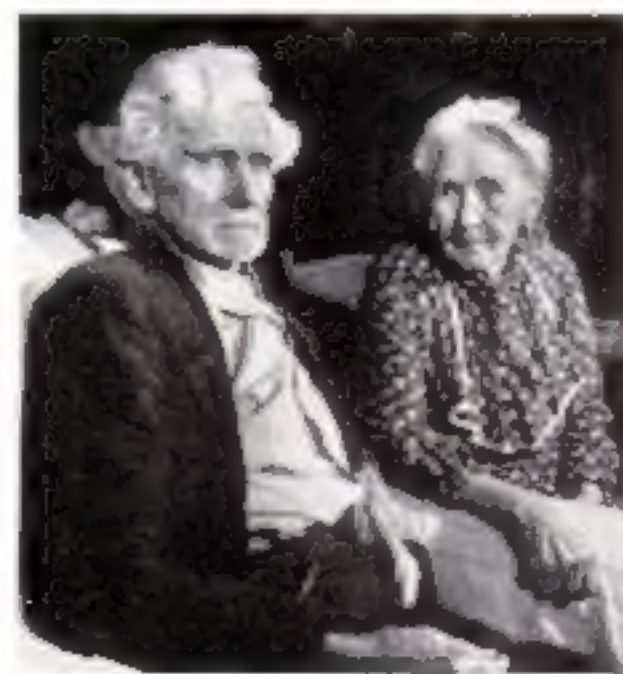
J. ROBERT BRUBAKER  
Mansfield, Ohio

Sirs:

The camera portrait of uncle Bud and aunt Louisa (LIFE, March 18), is to my mind one of the finest representations of American character ever portrayed in any pictorial medium. It deserves to rank beside Grant Wood's *American Gothic*.

The world would be the gainer if Mr. John Robert Hull and Mrs. Louisa Hull would sit for a portrait by Wood.

WELDON F. HEALD  
Altadena, Calif.



UNCLE BUD AND AUNT LOUISA  
Wild Ride

Sirs:

Judging from the picture of the wild ride on page 38 of the March 18 issue of LIFE, a skier with a broken leg could hardly meet a worse fate than to fall into the hands of the Mt. Hood Ski Patrol.

My sympathy to Miss Rice—I hope she survived the ride.

G. E. BARBER  
Rochester, N. Y.

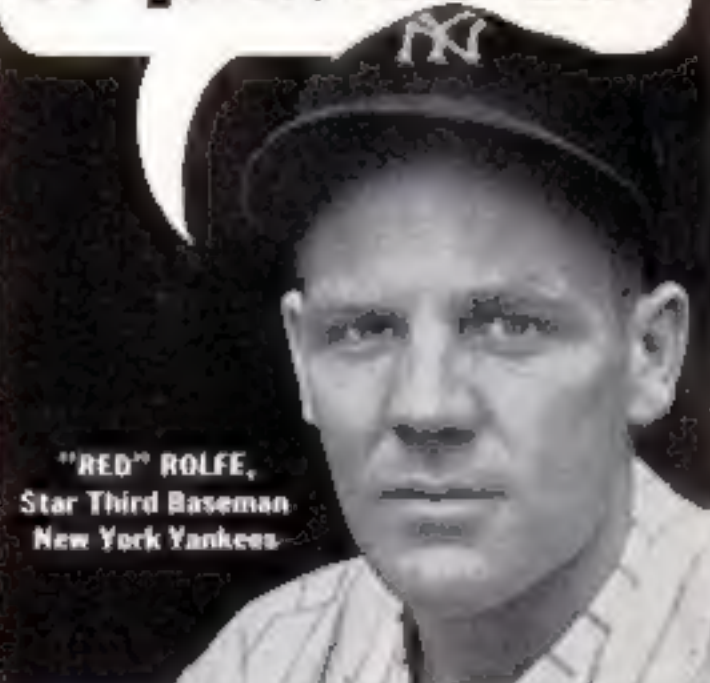
Sirs:

In regard to the Ski Patrol story in the March 18 issue of LIFE, I would like to make one correction.

On page 38 a picture is shown of a toboggan flying through the air with two ski patrolmen as pilots. This picture was an actual action shot, that is

(continued on p. 8)

THAT GILLETTE TECH  
HAS PLENTY ON THE  
BALL. I NEVER KNEW  
A MAN COULD SHAVE  
SO QUICK AND EASY



## Four Radical Improvements Including Solid Bar Guard Assure Utmost Shaving Ease

STRAIGHT across America men are outspoken in their praise of the quick, easy, good-looking shaves the new Gillette Tech Razor gives them. And with *plenty of reason*. It's the greatest shaving instrument ever produced, regardless of price, in the opinion of "Red" Rolfe and other tough-bearded men you know by name and sight!

### Like A Barber's Fingers

One big advantage of the Tech is its solid bar guard. This draws your skin smooth... sets up your beard... as a barber does. Equally important, the Tech Razor and Gillette Blue Blade are *precision made for each other*... fit exactly. You get refreshing shaves free from all of the smart and burn caused by misfit blades and protect your skin from nicks and cuts.

### Edges Of New Kind

Today's improved Gillette Blue Blade is made of steel hard enough to cut glass. Its edges, finished by an entirely new process, are sharper, more uniform, longer lasting! Prove this without risking a cent! Ask your dealer for the new Tech Razor and five Gillette Blue Blades at only 49c... on a money-back guarantee of satisfaction.



THE GILLETTE BLUE BLADE  
AND TECH RAZOR ARE  
MORE THAN A MATCH  
FOR ANY MAN'S BEARD!

ELLSWORTH VINES, World-Famous  
Tennis Champion

## FOUR BIG IMPROVEMENTS



TECH RAZOR  
AND FIVE  
GILLETTE BLUE  
BLADES

49¢



## The Case of BOB LORD

who became a father  
this morning

"It's a boy!" That's what Bob just heard . . . and that's why he's the proudest man on earth. He has great plans for his little family . . . and he wants to be sure nothing that ever happens to him will interfere with those plans. Yet with Bob's present salary, he hasn't a great deal left over for life insurance to safeguard the future for his wife and new-born son . . .

## What Life Insurance Program for a brand-new "family man"?

When a man becomes a father, life insurance takes on new importance. He needs a program that will serve a double purpose. *First*, his wife must be protected as long as she lives; and *Second*, there should be *extra* protection until his child is old enough to take care of himself. For just such cases, The Prudential has devised a policy called the Modified Life 3-20.

**Q: What is the Modified Life 3-20?**

**A:** It is a low-cost Prudential policy which combines a definite amount of *permanent* life insurance with an equal amount of temporary insurance which runs for 20 years.

**Q: Just how does this policy work?**

**A:** Suppose a man takes out a Modified 3-20 policy for the minimum amount of \$5,000. If he dies during the first 20 years, The Prudential will pay his beneficiary \$5,000. If he dies after 20 years, his beneficiary receives \$2,500.

**Q: Does the Modified 3-20 cost less than a "whole-life" policy for the same amount?**

**A:** Yes—because one half the insurance is temporary insurance for only 20 years.

**Q: How long are the premiums payable?**

**A:** On the *permanent* half of the policy, premiums are payable throughout the life of the insured. This is *permanent* life insurance protection. On the *temporary* half, premiums cease at the end of 20 years, unless the insured elects to convert it to permanent insurance at a higher rate.

**Q: What is the purpose of this policy?**

**A:** The Prudential Modified 3-20 is designed primarily for a man who needs permanent protection throughout his lifetime, *plus* additional protection for a temporary period.

**Q: What does the word "Modified" mean?**

**A:** It means a change in premium rate. The premium for the first 3 years is 15% less than the

premium in later years. After 3 years, the premium increase may be offset by whatever dividends are credited on the policy. This results in *low premium cost right from the start*.

**Q: Does this policy have cash and loan values?**

**A:** Yes, after 3 years.

**Q: What other benefits does this policy offer?**

**A:** It provides for premium-waiver disability benefit, extended insurance, reduced paid-up insurance and a choice of ways in which the insurance money may be paid to the beneficiary.

The Prudential Modified Life 3-20 is one of the many Prudential policies that are specially designed for a particular situation. There is a Prudential policy to fit every life insurance need . . . a Prudential premium-payment plan to fit every purse. For further information on how The Prudential can help you solve your particular life insurance problem, see your local Prudential representative, or write the Home Office.

# The Prudential

HOME OFFICE: NEWARK, N. J.



INSURANCE COMPANY  
OF AMERICA



"I'm on  
the air in  
40 minutes!  
... can't you  
open this gate?"



"SORRY, lady," said the watchman. "You'll have to wait for this freight to pass!" "But I've got to catch a train at Little Neck at 8:20," I gasped. "I'm making a broadcast!" "You'll never make it," he said. "It's 8:15 now."

"What?" I cried. "My watch says 8:10!" "Then your watch is five minutes slow, lady," he said. "Are you sure?" I cried. "Madame," he said, "my watch is a Hamilton."

He was right. I found out why. The watches railroad men carry are right because they're *Time Inspected*\*—300,000 of them. No watch that is off by more than a certain number of seconds can be used, the conductor explained. That's why so many railroad men carry Hamiltons.

Well, I missed half my broadcast. "But it'll never happen again," I assured the sponsor, next time I saw him. "How do I know? Look! See this adorable Hamilton I just got for my birthday?"

All Hamiltons have 17 or more jewels, precious metal cases. \$37.50 to \$5000. Made in U. S. A. Write for folder. Hamilton Watch Co., 443 Columbia Ave., Lancaster, Pa.



**HAMILTON**  
*The Watch of Railroad Accuracy*



**EVALYN.** 17 jewels. 14K natural gold-filled. Comes with 18K applied gold numeral dial at . . . \$45

**ELLYN.** 17 jewels. 14K white or natural gold. Comes with 18K applied gold numeral dial at . . . \$55

**STANFORD.** 17 jewels. 10K natural gold-filled. Comes with 18K applied gold numeral dial at . . . \$45

**SUTTON.** 19 jewels. 14K natural gold-filled. Comes with 18K applied gold numeral dial at . . . \$55

\*Hamilton's experience building watches for railroad men insures greatest possible accuracy in every other size and grade that Hamilton makes.

## LETTERS TO THE EDITORS

(continued)

true. However, we would like to have it made clear that this was an exhibition shot merely to show how well the sleds can be handled under any conditions. With an actual victim on the toboggan, the toboggan is run under complete control at all times. The splints are applied for protection and to relieve pain and shock.

The article was very fine. However, we have one more slight correction. On page 18, Mt. Hood has been moved to Washington. Poor Oregon certainly has a difficult time keeping her scenic spots.

**RALPH A. WIESE**, President  
Mt. Hood Ski Patrol  
Portland, Ore.

Sirs:

Mt. Hood, as I view it from my office window, still rears its hoary magnificence to the East—in Oregon.

**J. O. BRICE**, Editor  
Trade Lanes  
Portland, Ore.

### What Is An Escutcheon

Sirs:

At risk of seeming pedantic and quibbling I would like to call your attention to a mistake in the March 25 issue of LIFE.

On page 102 in the caption at the top of the page you note "on the fore-top-gallant the crest of Harvard University." Shown in the picture is not the crest but the escutcheon of Harvard. A crest and an escutcheon are as different as "yes" and "no."

This mistake is so often made that I know of no better place to correct it than in the pages of LIFE.

A display or achievement of arms ordinarily has three parts: the crest (Latin: *cresta*) or that portion above the helmet and resting upon it; the escutcheon or shield (Latin: *scutum*) upon which the bearings and charges are displayed; and the scroll or ribbon upon which the motto is shown. A coat of arms may lack the crest, the motto or both but never the escutcheon. The crest should never be displayed without the accompanying escutcheon, although this is frequently done "on this side of the water."

I am enclosing a black-and-white drawing showing the difference between the crest and the shield.

**W. E. HENNESSEE**  
Salisbury, N. C.



DISPLAY OF ARMS

### Henderson's Memoirs

Sirs:

I certainly wish to praise you for publishing such an interesting article as Sir Neville Henderson's *Failure of a Mission* (LIFE, March 25). I look forward very much to the reading of the rest of Sir Neville's articles. Sir Neville has presented some ideas that I have been preaching among my political friends for some time, among which is the idea that politicians should have globes nearby. I am glad to find a politician of Sir Neville's stature believing as I.

It is articles like these that have made LIFE the foremost political journal in the entire world.

**HENRY STONER**  
Newark, Del.

*I love to see a man  
wear a white shirt*



*-white is right*  
**WHEN IT'S A  
FRUIT OF THE LOOM  
WHITE SHIRT**

They're Figurized — made with a new exclusive shoulder-sleeve-and-bosom construction that makes them fit smoothly without bunching — makes them feel better — look better. They're smart as a whip from collar to hip.



**NO MORE**  
wrinkles from  
crumpled collar



**NO MORE**  
bunching un-  
der the arms



**NO MORE**  
overhangs at  
shoulders

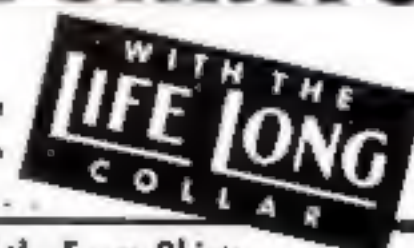
Fruit of the Loom is America's best-loved, most trusted fabric, famous for generations for its fine silky texture and long, long wear. (Ask your wife or mother.)

Master-tailored, with a "Life-long" collar that always retains its smartness. At leading men's wear departments, and **\$1.65** haberdashers . . .

**NEEDLES**

**FRUIT of the LOOM**  
**WHITE SHIRTS**

ECLIPSE-NEEDLES CO.,  
PHILADELPHIA, PA.



*Fruit of the Loom Shirts  
and Pajamas are also available in a wide variety of smart patterns and in all the new shades.*



# THE AMBASSADOR

*suggests*

## PALL MALL

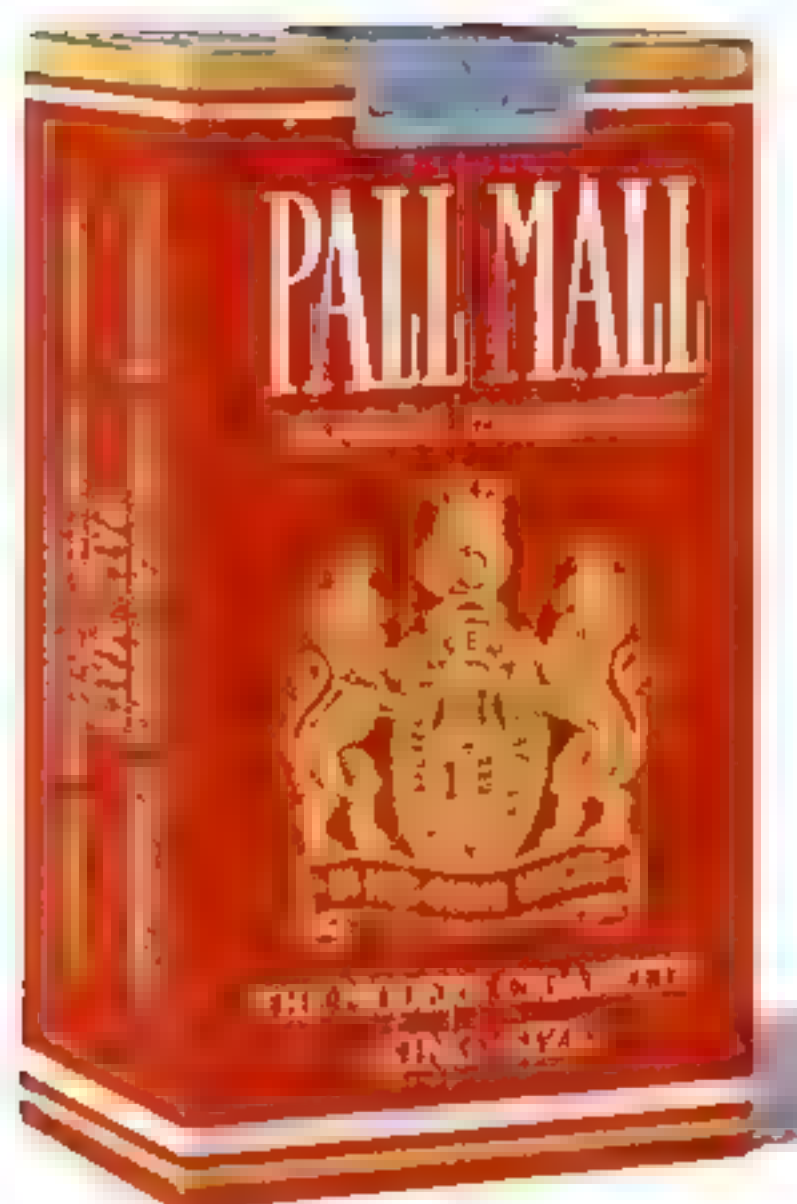
FAMOUS CIGARETTES

● THE ADDITIONAL LENGTH TRAVELS THE SMOKE FURTHER

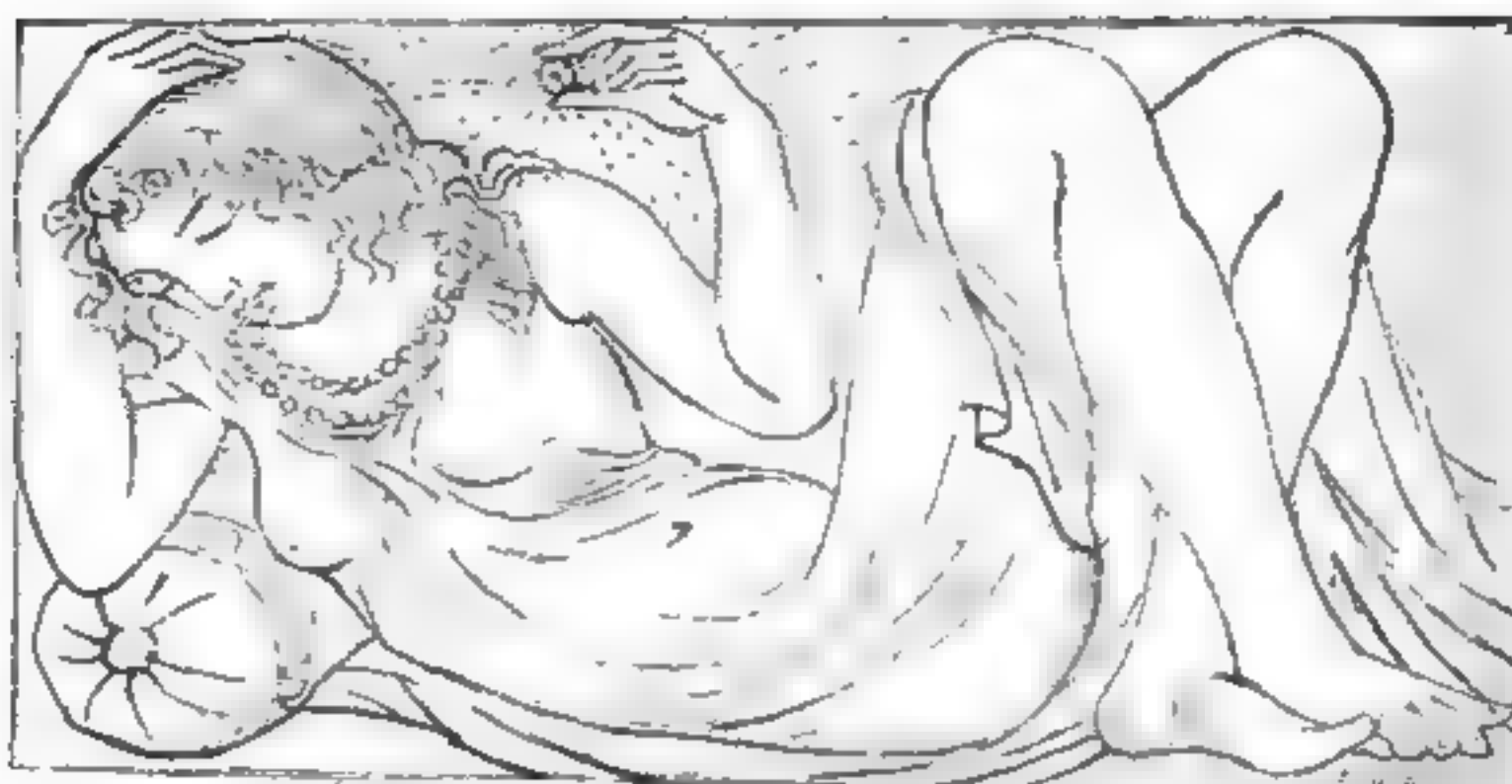
● YOU WILL SEE immediately that the new, longer Pall Mall is a smarter, more distinguished cigarette. And your first puff will show you how its additional length travels the smoke further, giving you a cooler and smoother cigarette.

Travelling the smoke further also enhances the rich flavor and delightful aroma of the superb tobaccos used in Pall Mall. The price remains but 15¢ for twenty.

Yourself, try Pall Mall critically!







DRAWN FOR DE BEERS BY ARISTIDE MAILLOL

*"A spark of that immortal fire  
With angels shared"* — LORD BYRON

THE NEW experience of love sets each man head and shoulders above the prosaic world. On the heights he treads, he seeks in vain some tangible object to grasp and give in loving proof. What can it be — a star for his beloved's hair? — the slender silver moon to catch her scarf? Alas! . . . And so it happens that men inevitably turn to the diamond, the one rare spark of immortal fire left on the earth. Most brilliant of mundane objects, the very stars will cool before it loses fire, ceases to fling out its sparkling shimmer of requited love. There are few rules for the selection of a worthy engagement diamond. Patronize a reliable jeweler, certainly. (Many will gladly assist in the purchase of a fine stone by extending payments over a period of months.) Consider purity and color, excellence of cut as well as size in your judgment of your stone. Remember it shines for you — and her — eternally, the brightest symbol of your meeting time.

DE BEERS CONSOLIDATED MINES, LTD., AND ASSOCIATED COMPANIES

**CURRENT PRICES OF QUALITY DIAMONDS**  
(Exact weights shown are infrequent. Fractional weights at relative prices.)

One-half carat, \$100 to \$200		One carat, \$325 to \$600	
Two carats  (Square-cut)		(Brilliant)	\$900 to \$1750
Three carats (Marquise) 	(Brilliant) 		from \$1500

*Size alone does not determine diamond value. Purity, color and excellence of cutting affect the prices of diamonds, regardless of weight.  
These prices do not include mounting.*



*Glamour legs by  
Mojud*

Every pair made with loving care...to bring you glamour, beauty, extra wear. Preferred by millions of women...Sold by over 6,000 stores, coast to coast. 79c to \$1.35

**MOJUD**  
*the dependable*  
**HOSIERY**

TRADE MARKS REGISTERED. COPYRIGHT, 1940  
MOCK, JUDSON, VOELKINGER CO. OF N. Y., INC.

**FIGURE CONTROL**



**ANGELA**

Lifting lines to a lovely lady...curves subtly molded and gently controlled in a rayon satín bandeau of youthful design. Top inset of net, center separation of rayon satín Darleen. Sizes 32 to 38. 59¢

Free: Write for the 1940 booklet to Bestform Foundations, Inc., 350 Fifth Ave., N. Y.

**BEST FORM**

THE FOUNDATION OF AMERICAN BEAUTY

## FROM LIFE'S CORRESPONDENTS

### Two Wars in Hong Kong

Hong Kong, China

Flying into Hong Kong from Manila, you are abruptly conscious of the two wars. The censors meddle through your bags for letters and printed matter. That is Europe's war. In hotels there are signs in English and Chinese and Hindustani urging you not to talk about the Army, Navy and Air Force "The Enemy has Ears." Women are knitting and rolling bandages. There are Indian troops, magnificent big men, wearing turbans, some white and flowing, others tight-fitting blue and gold. They say some are Hindus, some Buddhist. That is a protection. If one hatch gets disloyal, the others will tell. There are a few of the Royal Air Force, in light blue. I am told that some of the uniforms have German-made buttons on the pants, not yet loyally replaced.

As to the Eastern war: the island part of Hong Kong is a huge fortress. Its granite mountains are crisscrossed with barbed wire. There are hundreds of gun emplacements. I have been staying at Repulse Bay, about 20 minutes out of the center of Hong Kong. At first, driving over the mountain roads, you notice a few camouflaged gun mounts. Each day you see more, up and down the sides of the mountains, until by the end of a week you see nothing else on the drive but gun emplacements, sand-bags, strange structures with doors that look as if they were ammunition magazines and tangles of barbed wire.

The lovely terrace of the Repulse Bay Hotel, with its bright orange flowers, has a sandbagged gun emplacement camouflaged with chicken wire and fluttering things that look like squirrel tails. The Hong Kong Hotel, in town, where everybody meets everybody for "tiffin," still has its blackout curtains from last summer when there was a very real scare of Japanese bombardment.

Hong Kong is a magnificent harbor, somewhat like San Francisco without the bridges, or like Rio except that it is always churning with life—the hundreds of sampans, the ferries to the peninsula and war vessels of all shapes and sizes. The big merchant ships, they say, come in through an elaborate steel net, drawn aside by the two guarding warships. An occasional mine breaks loose in Hong Kong harbor, drifts, whacks up against a sea wall and blows up. I wonder that the Chinese fishermen don't have their little sampans blown to bits occasionally. Maybe they do.

You can't help wondering, with all those fortifications on the island, how long this place, with its huge Chinese population as well as the British, could hold out on the food problem. If you drive over the Peak, where the opulent British live in big, dreary, incredibly ugly houses (half the year the peak is wrapped in a chilling fog), you will find, over towards Aberdeen, the queerest-looking dairy. Handsome dairy barns stand and cows graze on cliffside terraces. Hong Kong is one place in the East where you can get

IF YOU WANT TO BE SOMEBODY'S

# Dream Girl

DON'T LET YOURSELF GET  
DRY, LIFELESS  
"MIDDLE-AGE" SKIN!



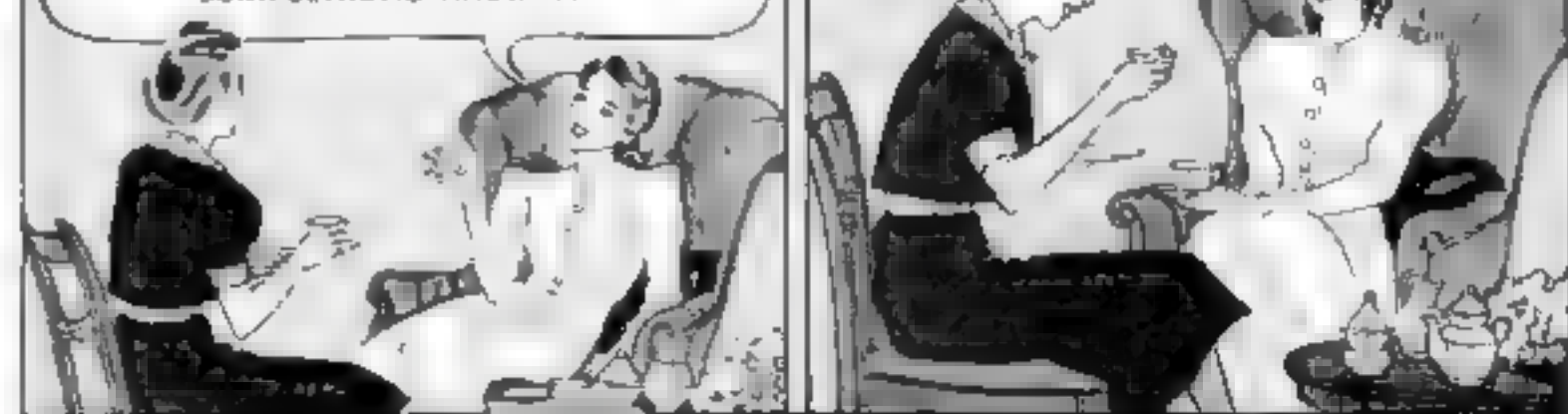
WHY THIS SOAP MADE WITH  
OLIVE OIL HELPS KEEP SKIN  
SMOOTH, ALLURING!

YOU DON'T KNOW  
HOW LUCKY YOU ARE  
MARY, TO HAVE THAT  
LOVELY "SCHOOLGIRL  
COMPLEXION"! MY DRY,  
LIFELESS, OLD-LOOKING  
SKIN WOULD NEVER  
ATTRACT ANY MAN!

BUT YOU DON'T  
NEED TO HAVE  
SKIN LIKE THAT! MAYBE  
YOU'RE USING THE  
WRONG SOAP—  
WHY DON'T YOU  
TRY PALMOLIVE?

YOU SEE, PALMOLIVE IS MADE WITH OLIVE  
AND PALM OILS, NATURE'S FINEST BEAUTY  
AIDS. THAT'S WHY ITS LATHER IS SO  
DIFFERENT, SO GOOD FOR DRY, LIFELESS  
SKIN! PALMOLIVE CLEANSSES SO  
THOROUGHLY, YET SO GENTLY THAT IT  
LEAVES SKIN SOFT AND SMOOTH...  
COMPLEXIONS RADIANT!

I WISH I'D KNOWN ABOUT PALMOLIVE  
BEFORE! BUT I'M GOING TO START USING  
IT RIGHT AWAY THEN MAYBE SOME  
MAN WILL FALL IN LOVE WITH ME!



**PALMOLIVE**

MADE WITH Olive Oil  
TO KEEP SKIN SOFT  
AND SMOOTH





Don't, Mister, don't! Wait 'til you learn the facts...

80 stores wondered what kind of experience people are having with slide fasteners. To find out, each store questioned thousands of customers.

**More than 80%\* of these people showed that you have to watch your step... that there are bad as well as good slide fasteners.**

When asked what brand they prefer... **more than 70 people said "Talon" to every one person who named any other make.**

A preference—based on experience with slide fasteners—of **not 2 to 1, not 10 to 1... but more than 70 to 1.**

When you buy clothing or other articles, remember that the majority of people say **only "Talon fasteners."**

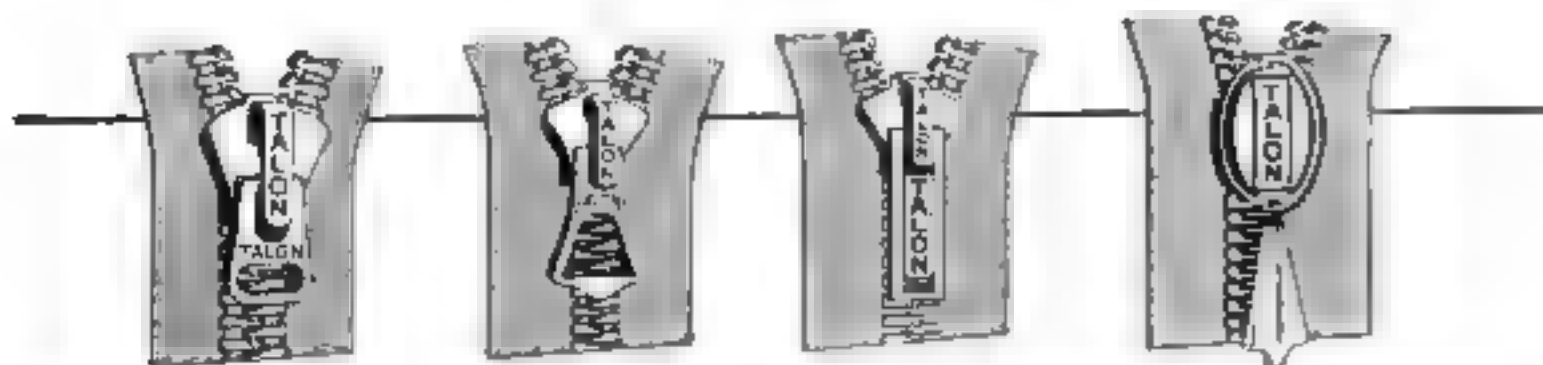
Then you'll be **sure** to avoid unreliable slide fasteners—**sure** to get the trouble-free, reliable Talon slide fastener.

\*All statistics are based on the number of replies to each question.

BECAUSE IT'S THE DEPENDABLE SLIDE FASTENER, PEOPLE PREFER

**"TALON" 70 to 1**

Reg. U. S. Pat. Off.



TALON SLIDE FASTENER • MADE BY TALON, INC., MEADVILLE, PENNSYLVANIA  
Reg. U. S. Pat. Off.

## FROM LIFE'S CORRESPONDENTS

(continued)

good milk and good garden lettuce.

But these difficult achievements on the rocky cliff-side of the island part of Hong Kong add up to very little food. If you express anxiety over this, you are told that over on the peninsula and in the New Territories they grow some food, and the British fleet protecting the harbor will protest its movement. But the population is well over 1,500,000 and Hong Kong couldn't hold out very long.

Though Hong Kong is very definitely not China, there are 1,500,000 Chinese, a boiling mass of poor, gentle people with a lovely sense of humor. The streets within a few blocks of the Hong Kong Hotel, day or night, are so crowded you can scarcely move. The whole life of the Chinese can be seen on the streets: the old fellows who write letters—business or love—at the dictation of the illiterate; the duck stands with hundreds of ducks hanging out, often over your head and dropping grease on your hat, all somehow squashed out flat so that they don't look like ducks; little herbal medicine stands where the stuff is brewed right on the street, or hair lotion being cooked up, out of the thin shavings of some kind of white wood.

Little girls are the most frequent beggars, often carrying a small baby on their backs. They trail after you saying, first sadly, then mockingly, "Kum-shaw, Kum-shaw, no nanna, no papa, no chow." Often they add, "No wee-kee, no soda," which the sailors have taught them.

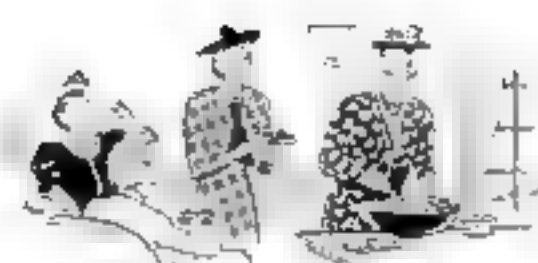
The poverty is harrowing. The crowded slums, where a Chinese is lucky merely to have what you might call shelf room—enough space to lie on—are incredible enough. But hundreds of people sleep in the streets. Some little edge of the sidewalk is their only home.

The Wanchai district, the prostitution section, is incredible. American sailors whose dollar is worth four Hong Kong dollars (actually in purchasing value it must be multiplied more nearly by six) are very rich in Hong Kong terms. With the result that they need not patronize houses of prostitution. A sailor can afford to set up a little establishment in Wanchai for the duration of his tour of duty in the Asiatic fleet. So there is a definite district where American sailors keep Chinese girls—who, often enough I'm told, are faithful to them—even when the ship goes to Manila or elsewhere in Asiatic waters. There is a definite business area where overstuffed chairs, food supplies, lamps, etc., are sold for this trade alone.

But your money and mine, which multiplies so fast when converted to Hong Kong dollars and makes American visitors go hog-wild buying fabrics and knock-knacks, doesn't mean that it's a cheap place to live for those paid in Hong Kong dollars. It isn't. It is a very expensive place to be in. Which makes you feel all the more like a heel as you watch the misery, with your pockets full of money multiplied by six.

FLORENCE HORN

(continued on p. 14)



## Busy Club Woman whose "Salad Bowl Luncheons" charm committees, says...

I HAVE THE BEST RECIPE FOR MAKING FINE-FLAVORED TOSSED SALADS! USE THIS **REAL FRENCH DRESSING** MADE WITH "FRESH-PRESS" SALAD OIL. IT **TASTES FRESHER THAN HOME-MADE!**



## For 3-Way HEADACHE RELIEF -



### Snap Back With STANBACK!

**1. SPEEDY. 2. GENTLE. 3. LEAVES NO JITTERS.**

NOW you, too, can have quick relief from headache and nerve strain due to headache! You will also get quick relief from neuralgia and muscular aches. 10c & 25c at drug stores. For trial package, send 10c coin or stamps to Dept. 3, Stanback Co., Ltd., Salisbury, N.C., U.S.A.



Follow package directions. For frequent headaches, see a doctor.



# JOHNNY APOLLO

## THE AMAZING STORY OF COLLEGE BOY TURNED N. Y. MOBSTER

In the dismal, gray pile in New York's Center Street, which is the headquarters of the 18,000 men who make up the Greater City's police force, first on the list of undesirables harried by the smart, hard-bitten detectives is thin-lipped, gimlet-eyed Mickey Dwyer, now sharply focused in the glare of publicity as Public Enemy No. 1.

Little known to the general public but feared even more by the New York detectives as the real brains of the potent, swift-moving Dwyer mob is black-haired, long-lashed Johnny Apollo.

Johnny Apollo is actually Robert Cain, Jr., only son of famed Robert Cain, whose plunge from the heights of Wall Street, smart Long Island and Tuxedo Park into State Prison was the most headlined financial scandal of Depression Decade.

Nightly seen in the sin dens of 52nd Street with "Lucky" Dubarry, sultry beauty and night-club songstress, Johnny Apollo is recognized by only a few as Bob Cain, former stroke star, Ivy League halfback and glamour boy of debutante assemblies.

Gossip columnists and police reporters say Johnny Apollo's story is one of the most amazing of the depression years. Apollo idolized his father and, when the great Cain crash left the family fortune in ruin and his father in prison, the boy found that the friends of his select school and university days and the other wealthy young aristocrats he had met in Porcellian, Fly and Groton could not or would not help him. Whereupon Apollo turned to Mickey Dwyer and his mob, so that he could wrest from society the money he needed to spring his father from prison.

The amazing story of Johnny Apollo, including the now famous attempted prison break, has been put on the screen by 20th Century-Fox. Tyrone Power plays Johnny Apollo; Dorothy Lamour plays the girl. Not since "Jesse James" has Tyrone Power had

(CONTINUED AT YOUR FAVORITE THEATRE)

**TYRONE  
POWER • DOROTHY  
LAMOUR**  
**JOHNNY APOLLO**

**EDWARD ARNOLD • LLOYD NOLAN  
CHARLEY GRAPEWIN • LIONEL ATWILL**

Directed by Henry Hathaway

Associate Producer Harry Joe Brown • Screen Play by Philip Dunne and Rowland Brown • Original Story by Samuel G. Engel and Hal Long

Dorothy Lamour sings: "This is the Beginning of the End" by Mack Gordon and "Dancing for Nickels and Dimes" by Lionel Newman and Frank Laesser

Darryl F. Zanuck in Charge of Production

A 20th Century-Fox Picture







• "Mr. Watson, come here, I want you" was the first telephone message. It was a command called by the inventor, Alexander Graham Bell, to his assistant when he accidentally spilled battery acid on his clothes. Watson came to report that the words had carried through the instrument. The telephone had been born.

## A schoolteacher's pay check

### PUT A WORLD ON SPEAKING TERMS

"Without this aid I would not have been able to get along at all."

Thus Alexander Graham Bell, inventor of the telephone, described the year's advance in salary Boston University made him when he was teaching at that institution.

The advance enabled Bell to continue his experiments and led, less than a year later, to his great discovery of the secret of the telephone.

#### A Year's Salary May Solve A Serious Problem For Your Family

Your salary continued for a year would not solve your family's whole problem of future support if they should ever have to go

along without you. But it *would* give them time for readjustment.

A John Hancock Readjustment Income Plan provides an income for one or more years, payable in equal monthly amounts or on a graduated scale. A comparatively small amount of money, it can do a world of good, because it comes at the right time. It is protection almost every man can afford.

Our booklet entitled "Two Lives" shows how such a plan was designed for a typical American family. For your copy write Department L-4, John Hancock Mutual Life Insurance Company, 197 Clarendon Street, Boston, Massachusetts.

*John Hancock*  
LIFE INSURANCE COMPANY  
OF BOSTON, MASSACHUSETTS  
GUY W. COX, President

## FROM LIFE'S CORRESPONDENTS (continued)

### Candidate Farley

Washington, D. C.

Farley's entrance into the over-stuffed field of Democratic hopefuls surprises a lot of people who think only of his doglike loyalty to Roosevelt. It doesn't surprise those close to the Postmaster General. When Farley addressed the Jackson Day dinner here in Washington as "Fellow candidates," he brought down the house. But he wasn't fooling.

Rumors down here have it that some time ago Farley asked the President to make up his mind about running by a certain date, the foreign situation or no. At the time, Farley was suffering from the jitters passed on to him by local machines all over the U. S. map. The local boys have to build their political fences early, and the job is exceedingly difficult should they attach themselves to a candidate who maybe isn't.

Jim is loyal to these boys who are loyal to him; he is above all a Party man. So when Der Tag arrived and passed with Roosevelt still parrying reporters on the third-term question, Farley started rowing his own boat.

It is a little difficult now to predict Farley's actions should Roosevelt decide to accept the nomination that third-termers hope will be handed up to him on the first or second ballot at the convention. Jim has said many times that he is an "unconditional candidate," which suggests a lining up with the Garner forces to attempt to prevent renomination. The combination of the Farley-Garner forces may develop within the next couple of months to the point where Prexy wouldn't dare seek the nomination again. This is probably what Jim expects.

And then comes the problem of a substitute slate.

Farley has already counted himself out for first place on the ticket. One of his closest lieutenants has said that "Jim has no illusions about himself." And I doubt whether Farley's practicality would permit him to risk another 1928 Party split by having a Catholic candidate for the Presidency.

Would Farley support Garner? I don't think so. Garner doesn't seem to take himself seriously. Garner has yet to plan a speaking date, has contented himself with writing a few letters to some of the boys controlling delegates out in the States.

Hull seems to be Farley's choice. Hull is a conservative that Jim would trust, that the other regular Democrats would trust.

Farley is shooting for the Vice Presidency. He would never stand for Jackson in the spot, even considering Roosevelt's preference for the Attorney General. Jackson would not be acceptable to the Party boys. Farley men say that Jackson doesn't even have the confidence of the precinct captains in his own State.

Will the South stand for Farley in the second-spot? Perhaps. At any rate, Farley is counting on his swing through the South to show how little prejudice there is against him.

WILL LANG

**IT'S ANTISEPTIC**  
Remember the old adage, "an ounce of prevention" I look to the health and good-grooming of your hair NOW. Use JERIS, the common-sense hair tonic to pep up scalp circulation, so vital to hair health... JERIS will positively remove unsightly, loose dandruff, and keep your hair glowing, handsome—easy-to-manage.

AT DRUG STORES AND BARBER SHOPS

• Many veterinarians warn against allowing dogs to chew small bones. Sharp bone splinters often cause serious disorders—sometimes fatal—to throats, stomachs, and intestinal tracts.

So feed your dog Red Heart Dog Biscuits—in 3 delicious flavors (beef, fish, cheese). They furnish vigorous gnawing exercise... help clean and protect teeth... stimulate gums.

Red Heart Dog Biscuits are economical, too. They supply an abundance of essential vitamins, minerals, iodine, and calcium. May be fed as a basic diet or with Red Heart Canned Dog Food. Heart-shaped or kibbled in 11-oz. boxes or 28-oz. cellophane bags. John Morrell & Co., General Offices: Ottumwa, Iowa.





Reuben F. Wistenhuff



**OUR GUARANTEE**  
When your new car is financed anywhere in the United States through any office offering Commercial Credit service, you will pay no more than you should and get everything that you pay for.

Finance your new car through your dealer on the

# Guaranteed COMMERCIAL CREDIT PLAN

*"Some GUARANTEE,  
Hey Pop?"*

**"YOU** bet it's some guarantee, son—just what the automobile buyer has long wanted.

"It means whether you are good at figures or not, you will get full value for every dollar you pay for financing and insurance. Let me tell you that it gives you a mighty comfortable feeling in these days when you hear so much about 'packs' and 'short-changing' on the insurance protection.

"I know of no other finance plan which carries such a guarantee. That's strange, because people want this kind of protection."

Remember this important fact when you buy your new car. It will be very much to your advantage.

Commercial Credit Company is the *only* finance company that backs its time payment plan with a plainly worded, positive, nationally advertised guarantee to protect new car buyers from such "packs" and hidden charges.

Let your dealer arrange your financing when you buy your new car, but insist on the guaranteed Commercial Credit Plan. Don't be satisfied with any "just-as-good" plan. There is none.



This table shows application of guaranteed new car or truck rate to various amounts, both as to finance charge and amount of monthly payments. Larger or smaller amounts, and shorter or longer terms, take proportionate rates.

AMOUNT TO BE FINANCED*	FOR 12 MOS		FOR 8 MOS	
	Finance Charge	Monthly Payment	Finance Charge	Monthly Payment
\$300	\$18.00	\$26.50	\$27.00	\$18.16
350	21.00	30.91	31.50	21.19
400	24.00	35.33	36.00	24.22
450	27.00	39.75	40.50	27.25
500	30.00	44.16	45.00	30.27
550	33.00	48.58	49.50	33.30
600	36.00	53.00	54.00	36.33

**\*NOTE:** You take the cash delivered price of car plus insurance cost and documentary fee or tax, if any. (Your dealer will supply these figures.) Then take off the amount of your down payment or trade-in allowance. The result is the *amount to be financed*. To know exactly what it would cost to finance any make of new car, on the Commercial Credit Plan, **MAIL THIS COUPON! NO SALESMAN WILL CALL**

## Commercial Credit Company

FLASH! Hear latest news by Bob Trout, Columbia Network. See local paper for time.

Capital and Surplus  
More than \$60,000,000

COMMERCIAL CREDIT COMPANY, BALTIMORE, MD  
Send free copy of New Car Payment Chart

for (make) \_\_\_\_\_ (model) \_\_\_\_\_

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



# SPEAKING OF PICTURES . . .

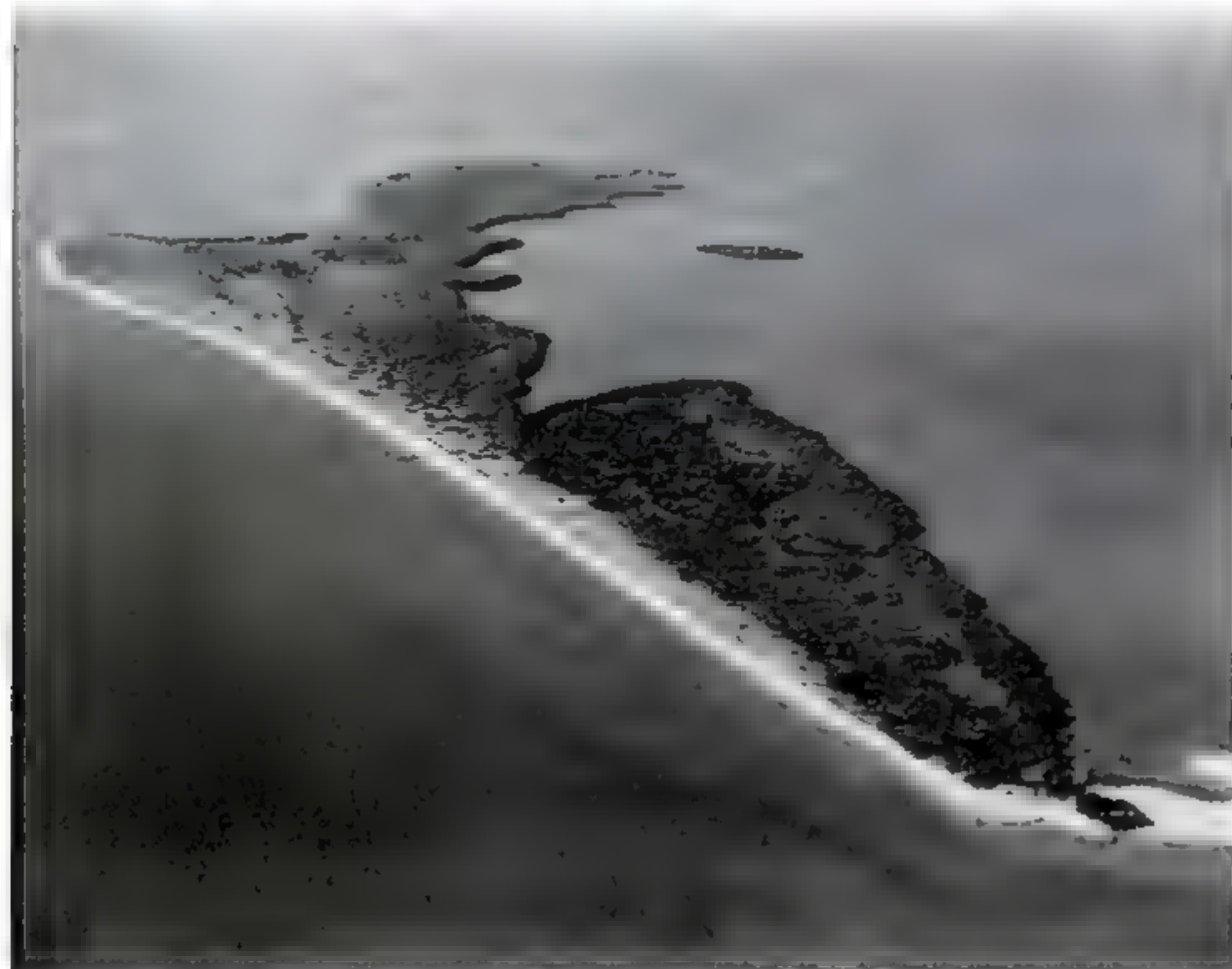
## . . . THIS IS LOVE ON "HONEYMOON ISLE"

For love and for publicity, Clinton Mozley Washburn, wealthy St. Petersburg, Fla., promoter, who is well stocked with West Coast Florida real estate, recently offered newlyweds a free two-weeks' honeymoon on his semi-tropical Hog Island, 23 miles northwest of Tampa. Rechristening it "Honeymoon Isle," Washburn has to date spent \$19,000 building and equipping shacks romantically thatched with palmetto fronds, a water tower, landing pier, sewer system and recreation hall, and paying the wages of 20 employees. By May, accommodations for 50 couples will be available every two weeks until September 1.

Shown here are the first eight couples selected from among 2,200 applicants. On their arrival on the island, sightseers came by boat to get a glimpse but were promptly shooed away, and 72 passengers flew over the isle for a peep the first day.

The young honeymooners idled time away fishing, rowing, dancing to a radio, making front yards out of sea shells and hunting for "pirate treasure." All took plenty of time out for wooing and cooing.

Still on the hands of Promoter Washburn, however, are his West Coast holdings. Still part of a honeymoon are love spats, like those shown on p. 19.



"Honeymoon Isle," legendary haunt of pirates, is a 335-acre key of tangled mangrove, pine and palm, with tropical

birds and a family of bald eagles. On the beach, ten shacks and a recreation hall have been built for honeymooners.



How to make love is demonstrated by eight couples on the sandy, shell-strewn beach. The speedboat (far left) takes

honeymooners to mainland three miles away. One hard-boiled photographer, covering the island, observed: "Not a

thing on the island but butts, soldier crabs and pelicans. It's going to be tough if they don't know how to play cards."





The Wilbur Mansbergers of Momence, Ill., near Chicago, called their honeymoon shack "Lovey and Dovey." To emphasize their attitude, they brought along a cage of lovebirds.



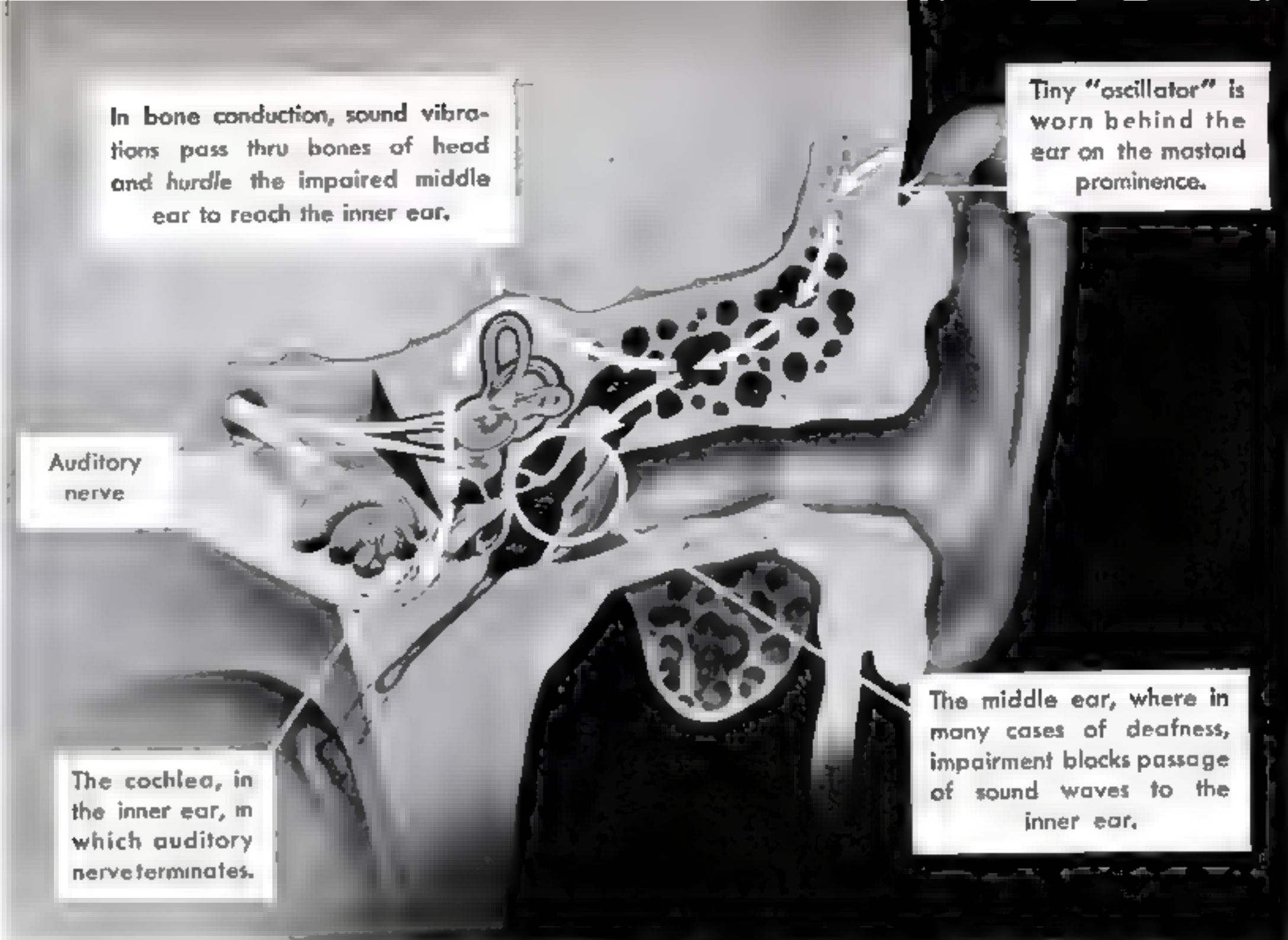
The Curt Birnholzes of New York invented a new lap-sitting technique. Instead of holding his bride on his knee, Birnholz sat in a chair and curled his bride in a hammock.







In the Elmsford laboratories hangs the portrait of Hugo Lischer, whose epochal Bone Conduction Oscillator inaugurated the most extensive scientific research ever done on hearing aids.



In bone conduction, sound vibrations pass thru bones of head and hurdle the impaired middle ear to reach the inner ear.

Tiny "oscillator" is worn behind the ear on the mastoid prominence.

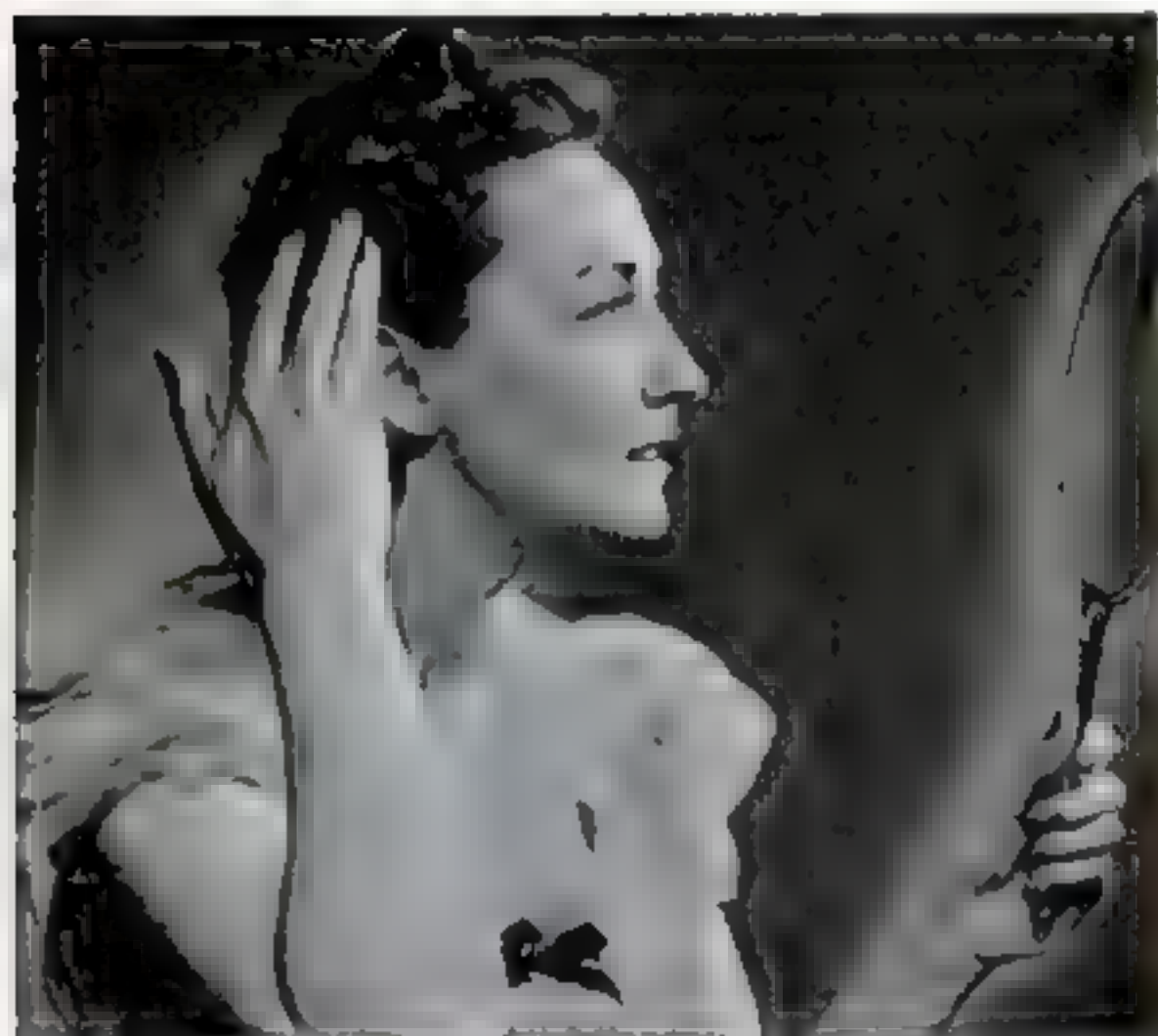
Auditory nerve

The cochlea, in the inner ear, in which auditory nerve terminates.

The middle ear, where in many cases of deafness, impairment blocks passage of sound waves to the inner ear.

**A Road Map** of the most amazing detour of the Twentieth Century! The dotted lines show how sound can be re-routed through the bones of the head to the inner

ear. The appearance of the revolutionary Lischer Oscillator in 1919 radically opened the way to better hearing for 80% of America's deafened millions.



One signal triumph of this unending scientific research is a hearing aid so tiny that as Mrs. H. M. Walsh of Minneapolis, Minn., says . . . "Nobody believes I wear one."

## DETOUR TO BETTER LIVING

**E**ight years ago, life took a sudden turn for eighteen millions of your fellow-Americans—a turn for the better! A famous New York scientist announced the first practical bone conduction hearing aid ever made.

Up to that time, there had been plenty of other hearing aids—but all on the same principle of amplifying, or "high-pressureing" sound through the air passages of the ear. Only too often the air passages were so blocked that sound couldn't be forced through to the inner ear. Then, the person couldn't hear. And there was no other way to help!

But the dramatic appearance of the bone conduction Sonotone changed the whole picture. Now use could be made of a second route to the auditory nerve—a detour via the bones of the head. They called it the most revolutionary invention in hearing. For when bone conduction enabled

the deafened to hear through the bones of the head with such amazing clarity and purity of tone, it brought the possibility of hearing back to 80% of America's deafened millions.

But bone conduction went further than better hearing. It launched the most extensive scientific research on hearing correction that has ever been done. It opened the way for the new continuous-tone Audiometer and the highly sensitive Audioscope that enable a Sonotone Consultant to fit a man's hearing with scientific precision.

And a steady stream of brilliant scientific achievements such as the variable pitch amplifier, the bifocal and tri, brilliant improvements in air conduction design, and the vacuum tube hearing aid, today give 500 Sonotone Consultants in over 120 cities a real chance to lead America's deafened millions to better hearing . . . and better living.

Another contribution to America's better hearing is Sonotone's fitting technique. With Audiometer (left, below), Sonotone Consultant C. B. Davis, Minneapolis, measures

Mrs. Walsh's hearing loss—in order to fit a Sonotone to her hearing needs. (right) Vacuum tube research goes on steadily in the great Elmsford, N. Y., laboratories.







First love spat broke out unexpectedly in the kitchen of Mr. and Mrs. Curt Birnholz when the uninitiated bridegroom got too curious about the meal his bride was cooking. When Mrs. Birnholz led with a frying pan, Mr. Birnholz scurried for cover.



Out of "Seventh Heaven" into marital purgatory tripped Leo Tepfer of Brooklyn with the aid of a well-named boot by his wife. Below: Wilbur ("Fido") Mansberger, chained and collared, became the first occupant of the island's communal doghouse.



## In a nurse's own words...



"I knew it would happen. I was on a hard case and needing every ounce of pep. And wouldn't you know—I woke up with the logy, sickish feeling that says, plainer than words, 'Young lady, you need a laxative.' Well, I knew better than to take a slow-acting kind. I couldn't afford to be only 'half-there' for hours . . . //

"I needed quick help, so I took Sal Hepatica. You see, its action is gentle, yet speedy. And Sal Hepatica also helps counteract the excess gastric acidity that is usually present when you have constipation—helps Nature turn a sour stomach sweet faster than Nature alone could do it. So, soon . . . //



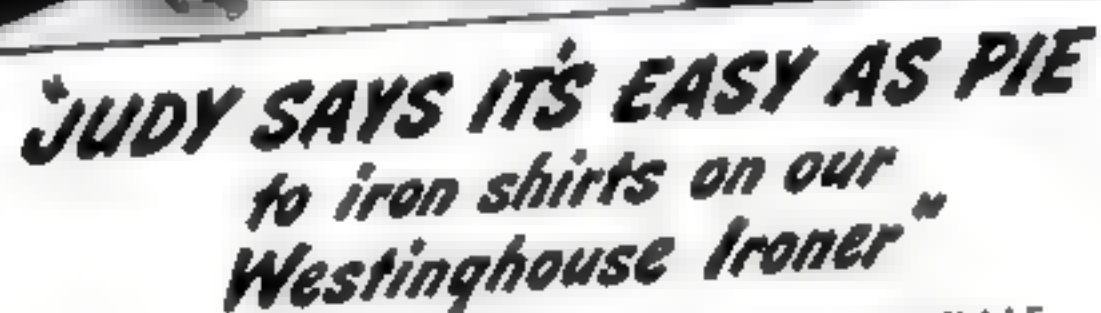
"I was really 'on the job'—able to be alert and cheery as a nurse should be. That day and many a day since, I've thanked my lucky stars for Sal Hepatica's quick, efficient help. It surely helps you to come back faster. You can bet I'm never without Sal Hepatica in my medicine chest! //

## SAL HEPATICA

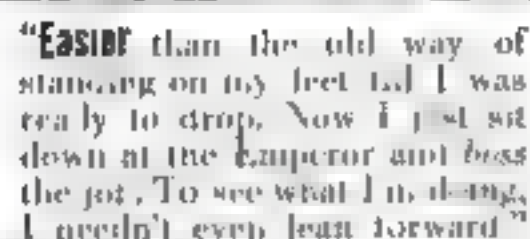
Get a bottle of this famous saline laxative at your druggist's today

TUNE IN! Big new Fred Allen Show—Wednesdays at 9 to 10 P. M., E. S. T.

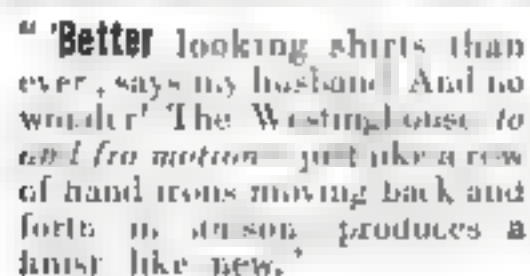




IT ACTUALLY CUTS IRONING TIME IN HALF

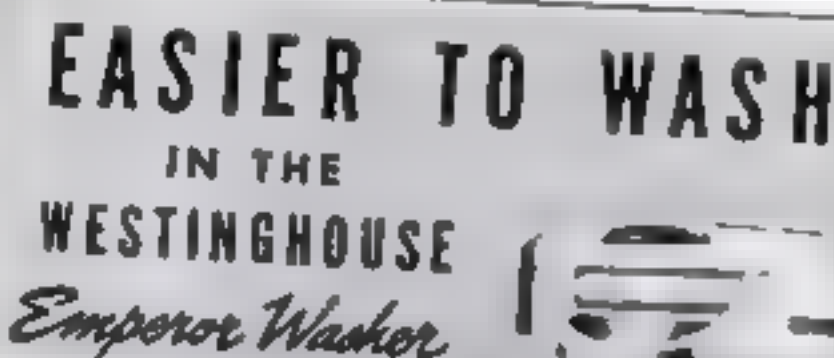


**"Faster** than I dreamed! To be exact, I average 6 minutes to a shirt. One reason I make such good time is because I can iron two shirts (or two sweaters) at the same time... for the Emperor role is used a *both ends*."



"'Better looking shirts than ever,' says my husband. And no wonder! The Westinghouse to and fro motion—just like a row of hand irons moving back and forth in a row—produces a finish like new."

Take a good care of this etc.  
 In the City of Washington  
 For me I have a good etc.  
 In the City of Washington  
 For me I have a good etc.  
 In the City of Washington  
 For me I have a good etc.



WITH THE NEW  
**TIME-DIAL** \*

that stops the washer  
automatically when the  
clothes are clean

See the Emperor Washer at your Westinghouse dealer's.

Note the amazing time Dial. All you have to do is set the dial for the type of fabric you want to wash—as shown on the indicator. It starts the washer. Then, when your wash is finished, turns the current off automatically. See the Tilt Trough, Select-a-Press, Roll-stop Release, Foot Pedal—all the 5 star features. Then listen to the washer. It runs like a whisper. See it today.

**SEND 10¢ FOR BOOK OF WASHDAY SHORT CUTS**  
The kind of book you'll use...tested directions for removing stains...new short cuts to easier, faster laundering! Write today to Westinghouse Elec. & Mfg. Co., Mansfield, Ohio, Dept. 22.

★ ONE OF THE FIVE FAMOUS  
WESTINGHOUSE **STAR FEATURES**

# Westinghouse

## WASHERS • IRONERS

**Tune in on Westinghouse "Musical Americana" every Thursday evening—N.B.C. Blue Network**

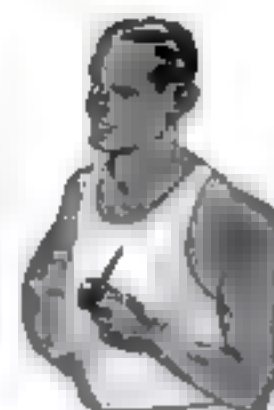
In the course of his photographic essay on Turkey (see pp. 76-85), LIFE's Photographer Walter Bosshard, a 50-year-old Swiss who had hitherto specialized in the Far rather than the Near East, posed Turkey's President Ismet Inönü (above), whom he found extraordinarily polite. After Turkey, he went on to photograph Syria, Iraq and Iran, while another LIFE photographer, Margaret Bourke-White, followed him into Turkey. She arrived from Rumania with a bad case of frozen legs. Turkish customs men refused to believe she planned to use 4,000 flash bulbs, released them to her a third at a time.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

COVER PETER STACKPOLE  
4 METTIE PHITTITA courtesy FORTUNE  
6—WALT SANDERS from B N  
16, 17 M AL P HIGGINT  
25—ROMACE BIRNSTOL—P R PAUL  
26—ROMACE BIRNSTOL  
27 BIRNSTOL BIRNSTOL etc. etc. M CLYDE R.  
BI BIRNSTOL  
28, 29—MIRIAM PHOTO BY BOY JOHNSON  
courtesy I. R. ARMY—DOUGLAS PHOTO  
BY BOY JOHNSON courtesy U. S. ARMY.  
Drawing by THOMAS MOSE  
30, 31—GEORGE STRICK  
32—INT—A P—H. S., A. P.  
33—W W  
34—A P—W W  
35—L INT—MAYOT—MAYOT—MAYOT—  
MAYOT—MAYOT MATCH—W W—  
A P  
36—MAYOT—THE LONDON DAILY MIRROR  
37 CHAL HARTMAN  
38—T U S NAVAL OBSERVATORY—OBS.  
LONG LINE ENGINEERING, A T & T;  
CHESTER from B N  
41 through 44—HART PHOTON  
49—PETER STACKPOLE, Igrich © LEO  
FEINT, INC  
60—PETER STACKPOLE  
61—HOL PETER STACKPOLE  
62—ANDREAS FEINIKINDEN from B. S.—  
GRAND CENTRAL ART GALLERY  
63—FERNAND BOY ROEN  
64—T FERNAND BOY ROEN  
65—ANDREAS FEINIKINDEN from B. S.  
66, 67 INT. DEYER from B. S.—P. I., A. P.  
68 INT  
69—BUTTEN COMBINE PHOTOS  
70—W W  
72 A P  
73—W W VANDIVERT  
76, 77 COVER from B. S. ALFRED JOACHIM  
FRANKE BOGHAUM from B. S.—BOSS-  
HARD from B N  
78—BOSSHARD from B N  
79—BOSSHARD from B. S. etc. etc. B. S.  
80—BOSSHARD from B N  
81—courtesy THIRMAN COMMERCIAL AT-  
TACHED courtesy TURKEY IN PICTURES—  
Map by THOMAS MOSE & FRANK STOCK-  
MAN TURKISH COMMERCIAL ATTACHE—  
—TURKISH COMMERCIAL ATTACHE  
82, 83 MARGARET BOURKE-WHITE, WHITE, MAR-  
GARET BOURKE-WHITE courtesy "TUR-  
KEY IN PICTURES, MARGARET BOURKE-  
WHITE  
84—BOSSHARD from B. S.—MARGARET  
BOURKE-WHITE  
85—TURKISH COMMERCIAL ATTACHE—MAR-  
GARET BOURKE-WHITE  
86, 87—W W MARGARET BOURKE-WHITE,  
BOSSHARD from B. S. (2)—MARGARET  
BOURKE-WHITE, BOSSHARD from B. S.,  
MARGARET BOURKE-WHITE  
88—BOSSHARD from B. S.  
89 MARGARET BOURKE-WHITE  
90 M—VEYONDE  
92 TOPICAL PHENY HARRY WOLF  
93—HERBERT GERN—© NEWS CHRONICLE  
94—Map by FRANK STOCKMAN & THOMAS  
MOSE, drawing by D. G. SEILSTAD  
96, 97 P I—drawing by B. G. SEILSTAD,  
Map by THOMAS MOSE & FRANK STOCK-  
MAN  
98, 99—COLLINS BOGHAUM from FERN-  
LAND PHOTOGRAPHIZERS GUILD PICAL  
LYRIC © 1940 ROBINS MUSIC CORP.  
100, 101 102, 103—MORSE-PIX  
106, 107—KEITH KIEFFER  
108—W W  
112—HOL REPUBLIC

ABBREVIATIONS: BOT. BOTTOM; CEN. CENTER; © COPYRIGHT; EXC. EXCEPT; LT. LEFT; RT. RIGHT; T. TOP; A. P., ASSOCIATED PRESS; B. B., BLACK STAR; H. & E., HARRIS & KLING; INT., INTERNATIONAL; P. I., PICTURES INC.; W. W., WIDEX WORLD.

Modern, supporting Otis knit shorts with plenty of elasticity for comfort, worn with Otis knit shirts, will give you the maximum of everyday coolness and comfort.



Otis woven shorts are full cut for comfort. Made with Grippers or buttons, elastic sides, or adjustable backs. And of course, you will want to wear Otis athletic shirts.



# OTIS

MODERN UNDERWEAR  
FOR HEALTH AND COMFORT  
In All Price Ranges



Otis Underwear, 37 Worth St., New York

**NEVER A DULL  
MORSEL—**



WHEN FOOD IS SEASONED  
WITH COLMAN'S

This choice dry mustard makes a magic difference in the flavor of meats, sauces and salad dressings. Fastidious appetites enjoy its racy, zestful tang. Chefs in great hotels the world over use Colman's—consider it as necessary as salt and pepper to season food properly. Keep a tin always handy in your kitchen!

The  
Golden Rule  
of fine  
Cooking



**COLMAN'S FOR SEASONING**

**FREE RECIPE BOOKLET—**

Atlantic Sales Corp., Sole Distributor, 334B  
Mustard Street, Rochester, N. Y. Please send  
me 12 new Colman's recipes.

Name \_\_\_\_\_

Address \_\_\_\_\_





**Mrs. Henrietta Clark** of Great Neck, Long Island, wife of the president of a shipping and steamship company, says: "My Bendix Home Laundry has saved me many steps." And that's not all! Bendix saves hands, too. Helps keep skin smooth and lovely . . . no rough skin from soaking in hot, soapy water.†



**Railroad Engineer's Wife, Mrs. Frank Lockridge** of Salt Lake City, used to find washday a dread ordeal. Now she says: "I like my Bendix Home Laundry because it does such a thorough job of cleaning my husband's dirty overalls and work shirts." Dirt disappears like magic in a Bendix, 25% to 50% greater capacity.†



**Edwin Turner, Widower** and father of eight children, Bellingham, Washington, says: "It is difficult to tell you how much my Bendix means to me; the absolute elimination of washday drudgery, the economy and better results." Bendix washes, rinses, damp-dries—does all the hard work for you. Brings you thrilling new hours of leisure to spend as you please.†

**TRADE IN** your old washer! It may be worth more than enough to cover the small down payment on a new Bendix Home Laundry!

**FULLY GUARANTEED.** The Bendix Home Laundry is backed by leading department stores and public utilities throughout the country. Carries a name that is famous the world over for precision manufacturing.



**LOOK FOR THE B-PETERS EMBLEM** This insignia identifies authorized Bendix salesmen who have been trained to give you courteous, honest and intelligent service.

†Signed statements are on file. Pictures posed by professional models.

# \$99.50\*

## BUYS THE NEW BENDIX HOME LAUNDRY

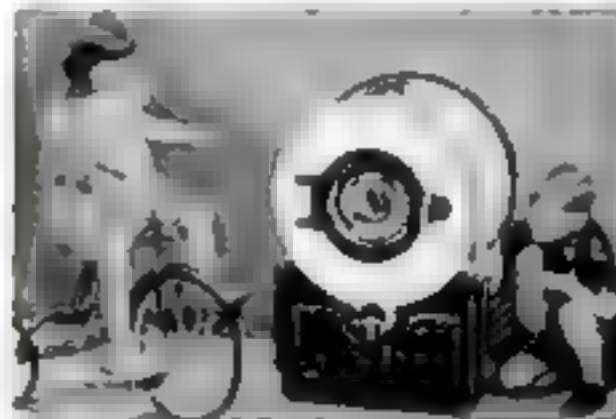
### WASHES...RINSES...DAMP-DRIES

**WHAT A THRILL** for thousands of women all over the country! When you can buy a Bendix Home Laundry for \$99.50\* you're making history! Get rid of washday slavery forever! *Hands need never touch water* when Bendix does the wash! No more lifting, rinsing, wringing of heavy, steamy clothes.

No more reaching, straining, bending! No more messy mopping up! No wonder it's called the **SUCCESSOR** to the washing machine! Read what some of the 100,000 enthusiastic Bendix owners say about their Bendix and its wonderful time and labor-saving advantages.



**"My Husband (a Physician) and I** recommend Bendix for sanitation," says Mrs. L. R. Fronsfield, Stockton, California. Bendix removes more dangerous bacteria than other home washing methods.†



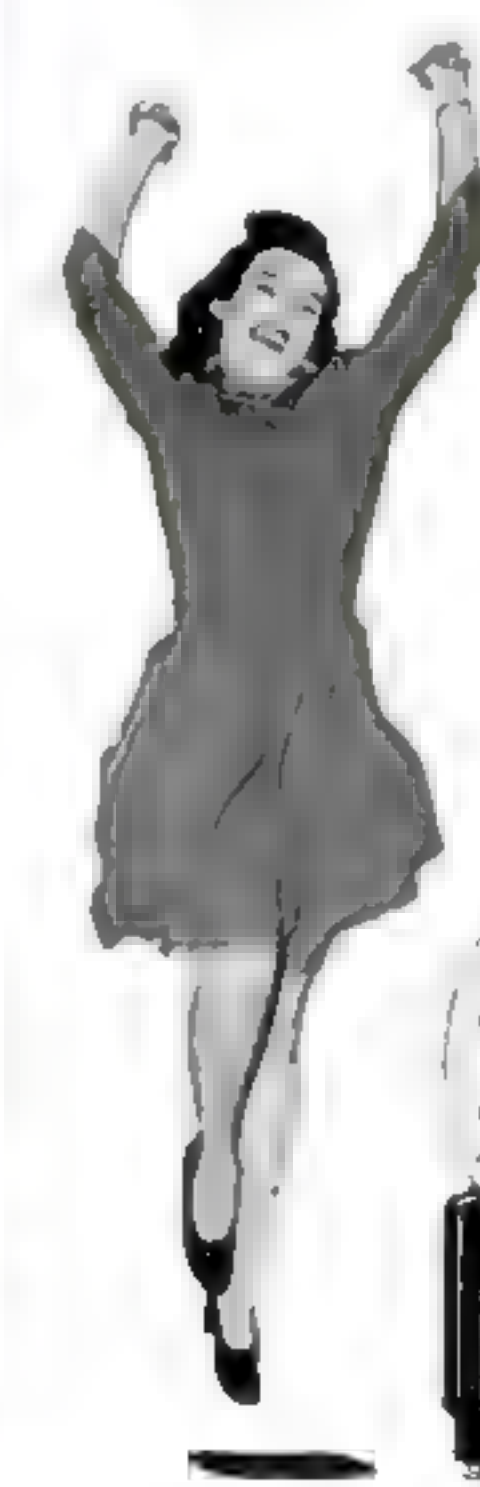
**Their Children's Safety** is important to Mr. and Mrs. Fulkerson of Midland, Mich. Says Mr. Fulkerson, "With the Bendix, they may play about the laundry to their hearts' content." No exposed moving parts to catch hair or injure fingers. Safe for clothing, too . . . no rips, no tears, no buttons off †



**She Knows Her Figures!** "Being a mathematics teacher," says Miss Katherine Gratz of Boise, Idaho, "I estimate that we save \$135.00 per year on labor, soap, bluing, heating water, etc. Our Bendix is the most satisfactory household article we have ever bought."†



**More Space** for the G. G. Ellinwoods' home in Mt. Airy, Pa.† Says Mrs. Ellinwood: "Bendix is so beautiful we are rebuilding our basement into a playroom. My laundry was never so clean and sanitary as it is now." Bendix does away with ugly set tubs. Can be installed anywhere . . . basements, kitchens, bathrooms, closets, small apartments.†



**Young Mother, Mrs. H. E. Roboback** of Ephrata, Pa., says: "I used to do the baby's shirts, petticoats and diapers by hand and had a backache and red hands every day. The Bendix Home Laundry has certainly been a work saver for me. It's grand for blankets and sheets, too." Bendix washes ALL fabrics gently †



**ECZEMA.** "In the three weeks we have had the Bendix," writes Mrs. R. of Houston, Texas, "an eczema, caused by having my hands in soap water, is cleared up." Rheumatism, arthritis, sinus aches and pains, kidney trouble and other ailments are aggravated by ordinary washing methods. Bendix protects your health, hands, figure.†



\* Model U, \$99.50. Same capacity as Standard or De Luxe model. Slightly higher in South-west and west of the Rockies. Small installation charge.



**FREE TRIAL OFFER** in your home! Ask your nearest authorized dealer or mail coupon below.

COPYRIGHT 1940. BENDIX HOME APPLIANCES, INC.

**BENDIX HOME APPLIANCES, INC.**  
3300 W. Sample St., South Bend, Indiana

I would like to have a **FREE TRIAL** of the Bendix Home Laundry in my home. I understand that this places me under no obligation. Will you please see that this is arranged? Thank you.

Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Phone \_\_\_\_\_  
☐ I have hot and cold running water.

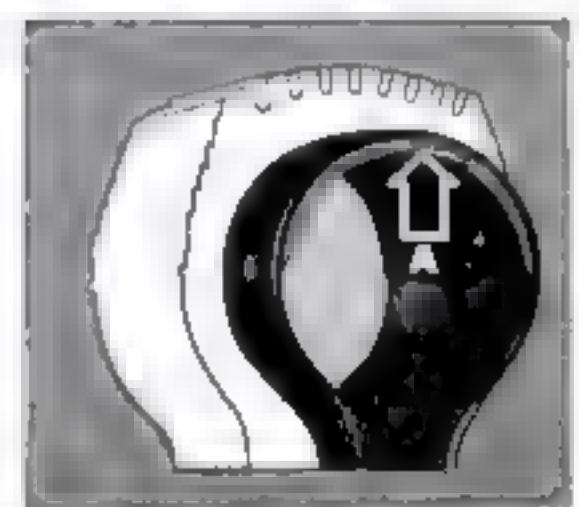


# How spikes made motoring *SAFER!*



AGAIN and again tire engineers drove cars equipped with a new kind of inner tube—*WHAM!*—right over a steel platform bristling with chisel-sharp spikes three inches long, in a test devised by Goodrich to torture tires and tubes as they had never been tortured before. STRUCK at high speed, these spikes ripped through tires and tubes with a violence that should have produced terrific blow-outs . . . as many as four spikes buried to the hilt at one time! Who could have

imagined an inner tube that would stand up under a test like this—without a blow-out, without a "flat"? YET this new inner tube did it . . . the Seal-o-matic 2-Way Safety Tube. One Seal-o-matic rolled up a record of 52 trips over the spikes...and, though gashed in 189 places, it lost less than a pound of air! THIS PROTECTION against blow-outs and flats, also saves you money. Records of taxi and light-truck fleets show that Seal-o-matics make tires wear up to 34.6% longer . . . that they save substantially on total rubber expense. EASY TO BUY, too! Your Goodrich Silvertown Store and many Goodrich Dealers offer a confidential credit plan on purchases of Seal-o-matic Tubes. Also ask about the special deal they can make for new car owners. And remember *which* . . . the name's Goodrich.



**2-WAY SAFETY**—Protection Against Blow-outs and Flat Tires Both!

"Self Healing" lining (A) seals punctures from glass, nails, etc., while you ride—seals even bigger gashes that ordinarily cause fearful blow-outs. For added blow-out protection, this inner tube is 60% stronger all around than ordinary tubes . . . made of special black heat-resisting "Tuff Rubber" . . . and not weakened by stretching to size, because it is built up (not just blown up) to fill your tire.

At the 1940 New York World's Fair—Again this year, the big free Goodrich show will feature Daredevil Jimmie Lynch in the "Spike Torture." See it.

## Goodrich *Seal-o-matic*

Copyright 1940, The B. F. Goodrich Company

**DON'T BE SATISFIED WITH LESS THAN 2-WAY SAFETY**



COPYRIGHT UNDER INTERNATIONAL COPYRIGHT CONVENTION. ALL RIGHTS RESERVED.  
UNDER PAN-AMERICAN COPYRIGHT CONVENTION. COPYRIGHT 1940 BY TIME INC.

## CONTENTS

## THE WEEK'S EVENTS

U. S. Air Transport Ends One Historic Year and Looks Forward to Another . . .	25
LIFE on the Newsfronts of the World . . .	32
The King-Regent of Tibet . . .	33
Hitler and Mussolini Hold First War Meeting . . .	34
Sumner Welles Comes Home to Tell Boss All . . .	35
Allied Soldiers Get Artificial Sunlight . . .	36
Army Engineers Wall Up the Conemaugh River . . .	37
Sun Spots Mesa up Earth's Communications . . .	38
LIFE Presents Part Three of Sir Neville Henderson's Memoirs . . .	66
The R. A. F. Raid on Sylt, by Major George Fielding Elliot . . .	94
Tides Beneath New Tacoma Bridge Snag 2,000,000 Ft. of Lumber . . .	106

## PHOTOGRAPHIC ESSAY

Turkey: It Faces the Modern World with New Ways and Modern Machines . . .	76
---	----

## SPORTS

Pretty Virginia Harris Leads Hensell to Iowa Basketball Championship . . .	41
--	----

## ART

Satiric German Artists Tell the Allies How They Can Win the War . . .	51
Robert Philipp Goes to Hollywood to Portray Stars . . .	62

## MOVIE

Anna Neagle in "Irene" . . .	56
------------------------------	----

## MUSIC

Old Calypso Songs from Trinidad Are Becoming U. S. Fad . . .	96
--	----

## OTHER DEPARTMENTS

Letters to the Editors . . .	2
Speaking of Pictures: This Is Love on "Honeymoon Isle" . . .	16
People . . .	90
LIFE Calls on Gaiety Grace Amory . . .	100
Pictures to the Editors . . .	110

The cover and entire contents of LIFE are fully protected by copyright in the United States and in foreign countries and must not be reproduced in any manner without written permission.



**LIFE'S COVER.** A special set was built at RKO studios so that LIFE could photograph Anna Neagle doing a dance from *Irene* (see p. 59). To get better camera effects, Photographer Peter Stackpole asked to have the floor so highly polished that Miss Neagle fell four times. Instead of blowing up, Miss Neagle scolded only herself, requested rosin for her shoes and continued dancing with amazing grace and poise. A prop man summed up general opinion when he said: "That dame looks better falling on her duff than most of them do standing up."

EDITOR: Henry R. Luce  
MANAGING EDITOR: John Shaw Billings  
EXECUTIVE EDITORS: Daniel Longwell, Wilson Hicks  
ASSOCIATE EDITORS: Hubert Kay, David Cort, Joseph J. Thordike Jr., Joseph Kastner, Noel Busch, Paul Peters, Maria Bermolina, Rachel Albertson, Richard de Rochemont  
ART EDITORS: Peter Piering, Worthen Paxton  
PHOTOGRAPHIC ASSOCIATES: Julian Bach Jr., Lincoln Barnett, Margaret Bourke-White, Alfred Eisenstaedt, John Field, Frank Hal, Frayssur, Bernard Hoffman, Dorothy Hoover, Sady Keston, Alexander King, Thomas D. McVoy, Hansel Mieth, Carl Mydans, John P. Rupp, Gerard Piel, Tom Prudden, Peter Stackpole, Edward K. Thompson, William Vandivert, Margit Varga  
EDITORIAL ASSISTANTS: John Allen, Margaret Bassett, Ruth Berrien, Don Burke, Roger Butterfield, Olivia Chambers, Judith Chase, Diane Cummings, Sidney James, Elaine Brown Keffer, M. Elizabeth Kelly, Will Lang, Dorothy Jane Larson, John C. Manthorp, Richard Pollard, David Ritchie, Helen Robinson, Betrice Shrifts, Shelley Smith, Jean Spenser, Marion Stevens, Lura Street  
PUBLISHER: Roy E. Lisher; GENERAL MANAGER: C. D. Jackson; ADVERTISING DIRECTOR: Howard Black  
Subscriptions and all correspondence regarding them should be addressed to CIRCULATION OFFICE: 330 East 22nd Street, Chicago, Illinois  
EDITORIAL AND ADVERTISING OFFICES: TIME & LIFE Building, Rockefeller Center, New York  
SUBSCRIPTION RATES: One year in the U. S. A. U. S. Territories & Possessions and Canada, \$4.50; countries of the Pan-American Union, \$5.00; elsewhere, \$10.00. Single copies in the U. S. A. and Canada 10¢; U. S. Territories & Possessions, 15¢; elsewhere, 25¢.

Have you ever made your skin  
more radiantly lovely with  
"English Complexion" Powder?



BY APPOINTMENT  
TO HER MAJESTY  
QUEEN MARY

Surprising what a really good powder can do for an already lovely complexion! There is a certain lucid quality that is easily recognized in the many truly beautiful faces that one sees all over the world. Sometimes it's called the "English Complexion" . . . but more often it is YARDLEY'S "English Complexion" Powder—mist-blown and lovely. Choose any one of seven radiant shades . . . each one delightfully fragrant with "BOND STREET" perfume. At YARDLEY, 620 Fifth Avenue, New York, and at any of the better drug and department stores. . . . \$1.10

# YARDLEY'S

"ENGLISH COMPLEXION" POWDER

PERFUMED WITH

*Bond Street*

"BOND STREET," perfume of brilliant sophistication, is available in sealed packages at \$2.50, \$4.50, \$8.50, and \$12.50 in finer shops.

If you will send 35 cents in stamps or coin to YARDLEY, 620 Fifth Avenue, New York, you can obtain a generous box of "English Complexion" Powder and a lovely little trial flask of "BOND STREET" Perfume. Write your name and address in margin and check shade desired. ☐ English Peach. ☐ Deep Peach



# LUNCH HOUR CLOSE-UPS!



"Young America needs good, hot soup in every lunch-box." Educators and health authorities have advocated this for years. Now Heinz popularizes it with nourishing, delicious soups all ready to be heated and poured into vacuum bottles—or served for lunch at home. Heinz full cream soups (cream of tomato, spinach, asparagus, pea, celery and mushroom) are especially recommended for children's diets, since they're rich in the valuable minerals and vitamins provided by pure, thick cream combined with pureed garden-fresh vegetables.



America's finest—a big, hearty bowl of soup for a big, hearty man—Heinz Bean Soup. A robust, unstrained soup made of selected navy beans—and cooked farm-fashion with savory smoked country ham.



Your grocer has Heinz delicious soups—23 home-style, typically American favorites—every one ready to heat and serve. Keep a generous assortment on hand and be all set for company dinners, family meals, lunches and snacks.

57

Young and old—in all walks of life—enjoy the rich brewed-in goodness of Heinz ready-to-serve Home-style Soups



Food from home goes over big in dormitories. Campus favorite is Heinz Chicken Noodle Soup because "there's a lot of good, solid eating in it." Since there's nothing to add to Heinz ready-to-serve soups, they're grand when one has limited cooking equipment.



Grandmother admits that Heinz thick, old-fashioned Vegetable Soup is just as rich and savory as the kind she used to spend hours preparing. She has figured it out for herself that Heinz ready-to-serve soups cost less than homemade soups of comparable quality.



"Make mine Heinz Scotch Broth." Heinz hearty Home-style Soups are fast becoming the great American lunch. They're economical and nourishing. At Heinz Electric Soup Kitchens, now scattered all over the country, generous-sized individual tins are heated in electric hot-cups in two minutes—while you watch!





FIRST OF THE FOUR-ENGINE "STRATOLINERS," PAN AMERICAN'S \$350,000, 22½-TON "FLYING CLOUD," SAILS OVER SNOW-CAPPED MT. RAINIER ON TEST FLIGHT OUT OF SEATTLE

## U.S. AIR TRANSPORT ENDS ONE HISTORIC YEAR AND LOOKS FORWARD TO ANOTHER

For months, U. S. air-transport men had been keeping their fingers crossed. They were waiting nervously for March 26. When that day came and went, airmen let out a sigh of relief and began sending congratulations to each other. For one whole year—for the first time in aviation's quick-moving history—there had been no fatal accident on any airline in the U. S. On March 26, 1939, a plane had cracked up at Oklahoma City, killing eight people. But since then, not even a serious mishap marred the perfect safety record. Airmen, whose expanding business is better than ever, thanked their improved flying technique, interline co-operation, the Civil Aeronautics Authority and their lucky stars.

Looking happily back on this historically safe year, air-transport men at the same moment were looking expectantly forward to 1940 as another historic year, one which will mark a new era in transport flying. Winged away from the Boeing plant in Seattle was a shining new airplane, bigger than any transport now flying the U. S. It was the four-engine Stratoliner just delivered to Pan American Airways, first U. S. four-engine land plane delivered for transport service. A second Stratoliner was ready for Pan American, a third was almost ready for TWA.

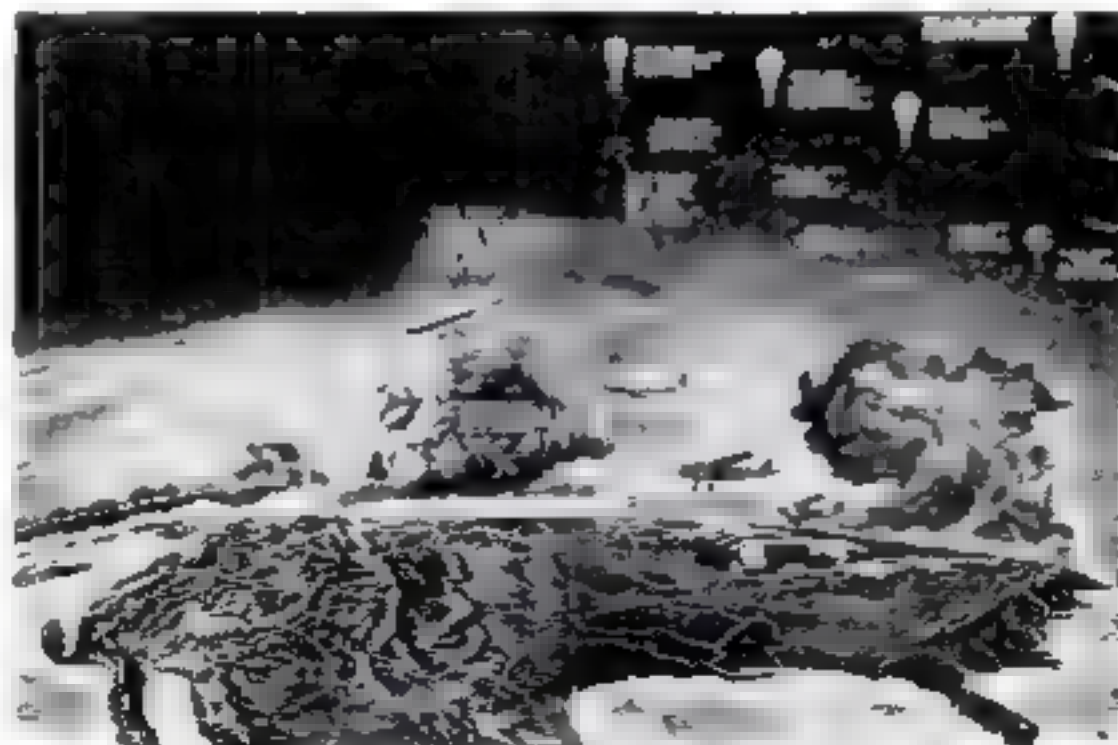
The Stratoliner has been a long time in coming. In its first issue (Nov. 23, 1936), LIFE published the drawing at right showing how the

Stratoliner might fly "overweather" at high altitudes. But new planes always develop "bugs." A test Stratoliner crashed, through no fault of structure, into the mountains of Washington. Boeing moved slowly and cautiously. Today the Stratoliner is a dandy piece of flying machinery. It seats 33 people, 57% more than present standard DC-3's, cruises at 225 m.p.h., 40 m.p.h. faster than the DC-3's.

Pan American will buy three Stratoliners, TWA five. They will cost about \$350,000 each. Two of Pan American's will be used for South American service, the third may be used to test-fly the North Atlantic at altitudes higher than

those at which present seaplane Clippers travel. TWA's Stratoliners will go into U. S. coast-to-coast service sometime after June 15. With pressure-sealed and supercharged cabins, Stratoliners will be able to fly at higher altitudes than are now practical, will be able to go "overweather" to seek calmer air and favoring winds. In 1941, other airlines should have their big four-engined DC-4's and the new technique of big-plane long-haul operation will be well under way.

While air-transport men were thus excited, American aircraft makers also had high expectations. The War Department came out flatly in favor of selling the latest Air Corps planes to foreign buyers. The big wartime aircraft boom, it seemed, was now going to get even bigger.



OVERWEATHER FLYING DRAWING FROM LIFE'S FIRST ISSUE

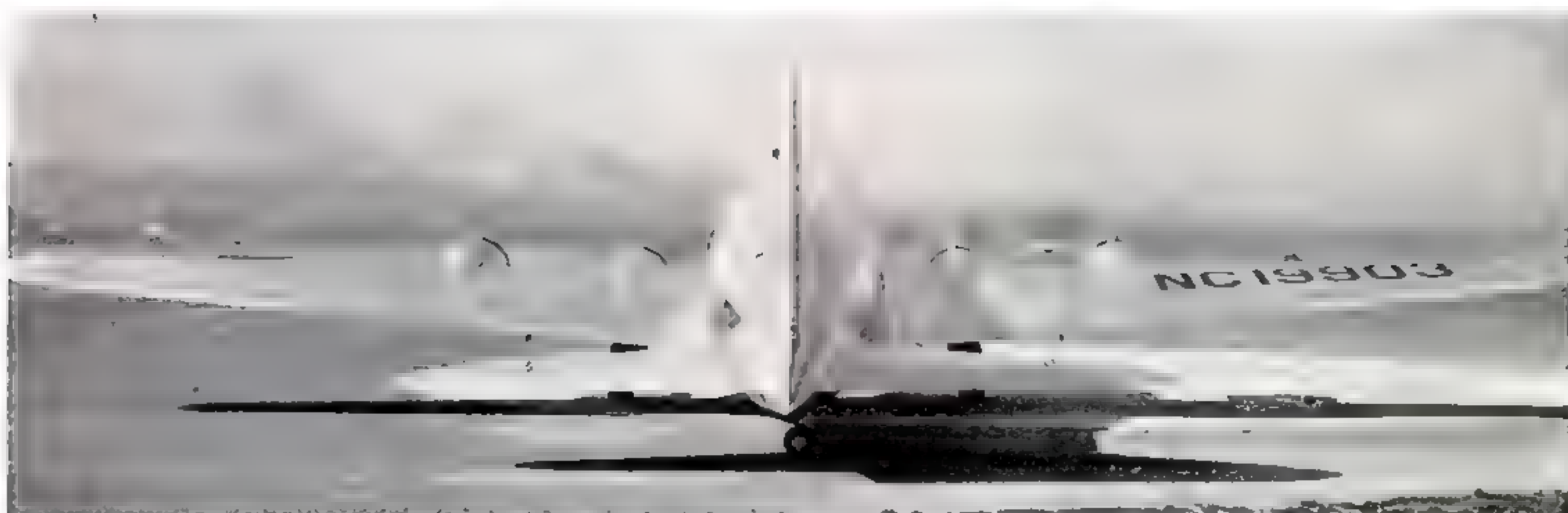


NC  
19903

B  
STRATOLINER  
E  
I  
G







The round, whale-shaped fuselage of the Stratoliner shows very clearly in this view from the rear. Circular construc-

tion gives the greatest fuselage strength for weight. The Stratoliner cabin is built especially strong because the pres-

sure inside cabin will be greater than the pressure outside cabin. Present transport planes have elliptical fuselages.

## Its supercharged cabin enables Stratoliner to fly high above the present transport levels

From wing-tip to wing-tip, the Stratoliner spans 107 ft. It is 74 ft. long and its tail towers four times as high as a tall man (opposite page). Despite its name, the Stratoliner will never fly up in the stratosphere (30,000 ft. and up). Though it can carry passengers up to 23,300 ft., it will normally not go over 16,000 ft. Present normal flight level is 8,000 ft. Over this, most passengers are affected by the reduction in oxygen, get sleepy or uncom-

fortable on prolonged flights. But the Stratoliner has a pressure-sealed, supercharged cabin. At 16,000 ft., cabin pressure will be equal to a comfortable 8,000 ft. Flying at high altitudes is more efficient than at low if frequent stops and resultant expensive climbs are not necessary. TWA will fly at high levels only to get over bad weather. Pan American, which has to cross the high Andes and fly non-stop over oceans, will find high-altitude flight more useful.



Two vents in leading edge of the wing, one on each side of the fuselage, suck air into the plane for supercharging the cabin. From the vents, air is drawn to the ship's compressor.



The cabin has nine single seats and four compartments, each of which seats six passengers. Compartment seats make up into upper and lower berths, four berths to a compartment.



Through a maze of pipe, the air that is drawn in through the wing vents flows to a fan-like compressor and is forced into cabin through registers on cabin walls near the floor.



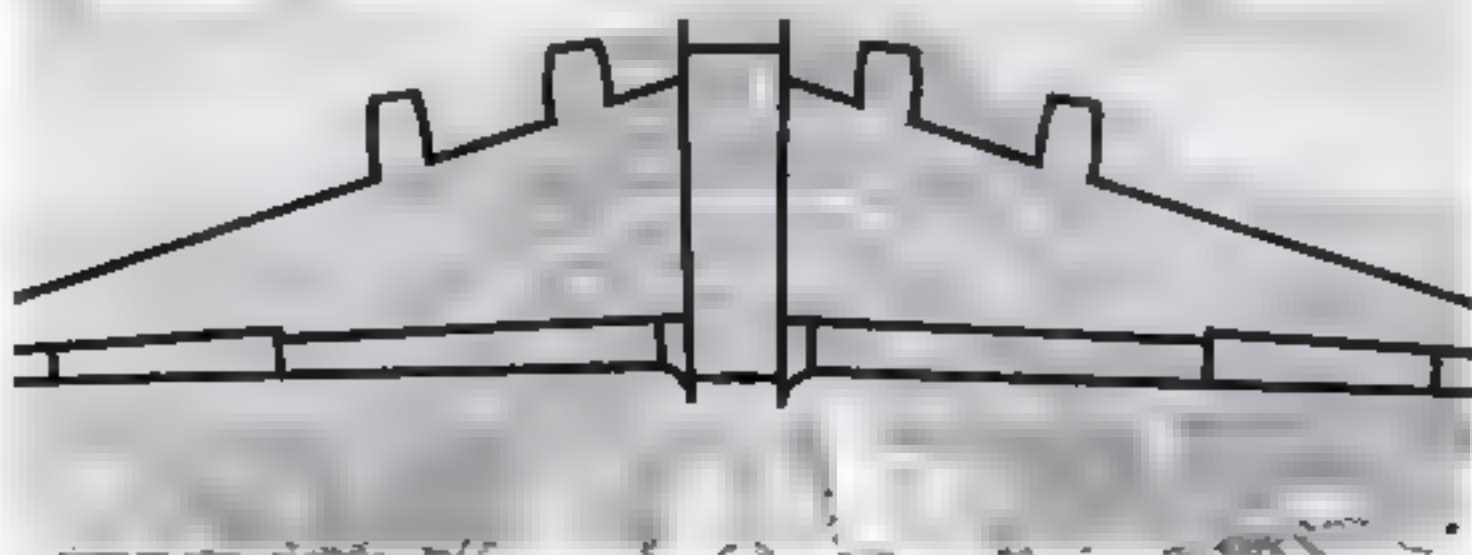
The pilot's cockpit has window in roof, an innovation. TWA's Stratoliners will carry an operating crew of three while Pan American, for its long-range flying, will have crew of five.





192 DOUGLAS WORKERS STAND ON THE "JIG" ON WHICH THE HUGE WING FOR THE B-19 IS BEING BUILT. THIS IS NOT WHOLE SPAN OF WING. THE TIPS ARE MISSING.

## B-19, ARMY'S NEWEST SUPER BOMBER, WILL DWARF ANY PLANE NOW IN AIR



The outline of the wing is drawn here on picture which appears at top. Wing is standing on its rear edge. Notice four protruding nacelles at top, which will house engines.

The new Stratoliner looked very big to aviation men as it flew away from the Boeing plant. But it didn't look so big a few days later when the U. S. Army announced that it was now building a super-super bomber which will dwarf any plane ever seen in the air.

This is the B-19, being built in the biggest hangar Douglas Aircraft has at its Santa Monica, Calif., plant. Last year the secret plans for the plane were stolen, but recovered. The Army finally released news of the plane only because the ship was so big that, for final assembly, it had to be moved outside the hangar. The new bomber will weigh at least 70 tons loaded, have a wing span of 212 ft., a length of 135 ft. Each wheel, fixed on a tricycle landing gear, will weigh more than half a ton. The B-19 will be able to fly 6,000 miles non-stop, carrying a useful load of 28 tons. More simply, this means that it could fly to Europe, drop its bombs and fly back again to the U. S. without stopping. Its four engines, of at least 1,500 h. p. each, will pull the plane through the air at a speed of more than 200 m. p. h.

How big this bomber is can be seen by the graphic picture of its wing at top and by the diagram on the opposite page. It is far bigger than the Boeing Clipper. It weighs almost three times as much as the Flying Fortress, biggest standard U. S. bomber, which is about the size of the Stratoliner. It is more than twice as heavy as the Army's B-15 bomber, a 34-ton plane of which the Army has only one. Glenn Martin is building a bomber two-thirds as big as the B-19 for the Navy.



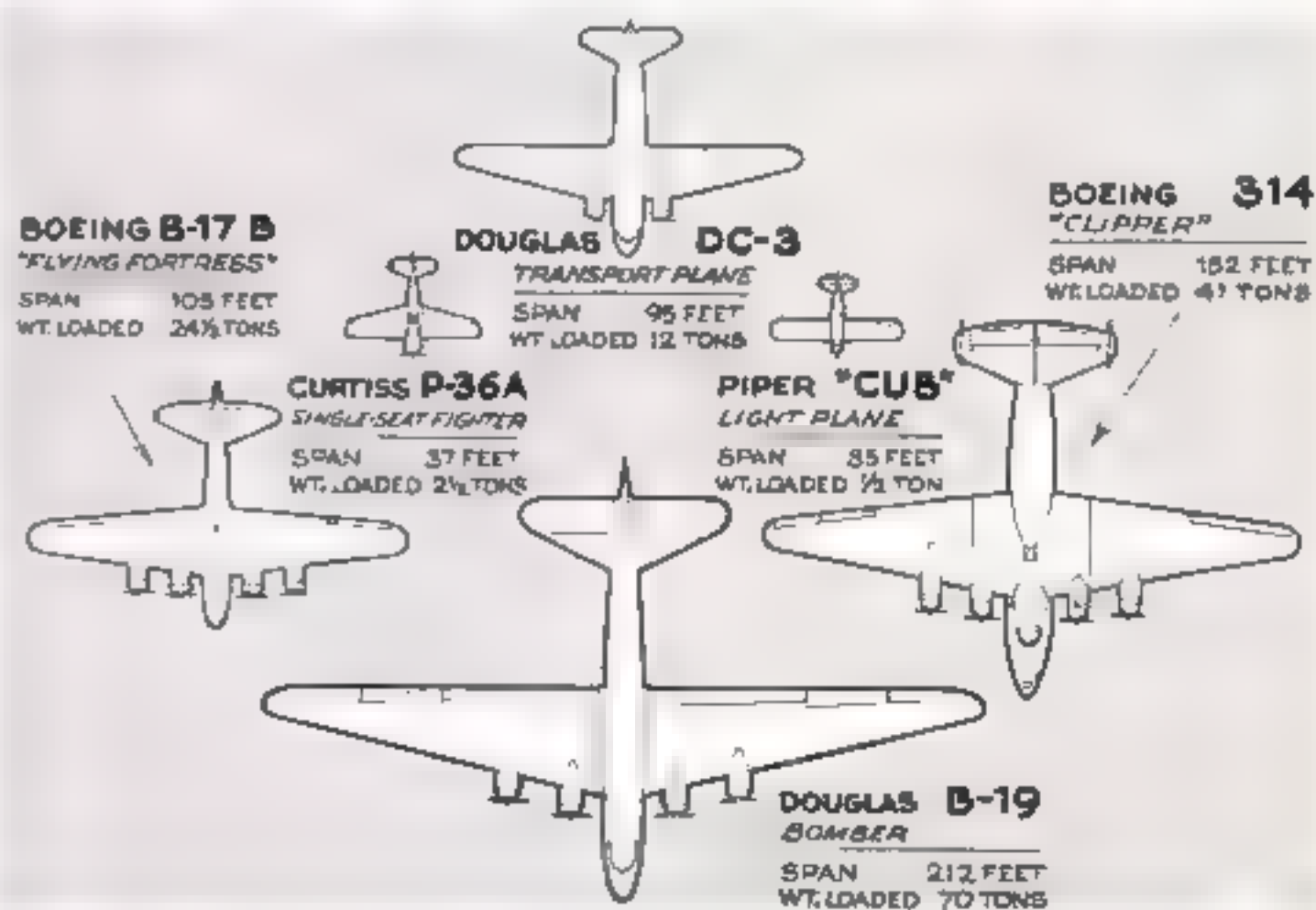


SO BIG IS THE NEW BOMBER THAT ITS WING FUSELAGE AND TAIL ARE BEING BUILT SEPARATELY, WILL HAVE TO BE MOVED OUTSIDE THE HANGAR FOR ASSEMBLY

The B-19 will cost more than \$1,000,000. The Army is ordering only one, will use this one as a flying laboratory to test the potentialities of big machines. From a military point of view, the new bomber presages the day when European bombers may be able to fly the Atlantic and attack the U. S., ending this country's magnificent aerial isolation. But at the present time, any plane as big and slow as the B-19 would be an easy target for speedy pursuit ships. For U. S. defense, a B-19 might be useful for long-range ocean bombing duty against enemy battleships.

To transport men, the B-19 is very exciting. Like other military planes, it will serve as a prototype for the big passenger planes to come. It was the Army's work on the four-engined Flying Fortresses, for instance, that quickened the development of the four-engined Stratoliner. Within a few years, a plane like the B-19 may be flying with passengers across the Atlantic. Probably Douglas will enter a similar ship in the Pan American Airways competition for a 70-ton, 150-passenger ocean flyer.

Again the subject of limits of airplane size boils up. What retards construction of planes even bigger than the B-19 is not difficulty of design but need for more powerful engines. The B-19 will use 1,500-h.p. engines, possibly 2,000-h.p. engines, the latter the biggest in actual use today. Already dreamy but wise aviation men talk about the day when they can build planes as big as the *Queen Mary*.



The size of the B-19 is graphically illustrated in this comparison with other standard planes. Characteristic of the B-19 is the long slender fuselage and the protrudent nose.





Going up for flights, students walk toward their planes. These new low-wing monoplane trainers are faster and harder to handle than biplane trainers which Army has always used.

After a check flight, Captain John Horton tells Cadet Harland H. Foot that he has passed his final test but he takes the occasion to point out a few minor errors that Foot committed.



## FUTURE ARMY FLIERS INVITE THEIR GIRLS TO WATCH THEIR GRADUATION



THE CADET CAPTAIN'S GIRL

The big B-19 is still a long way off so far as Army use is concerned. Of more immediate importance are the serious young men on opposite page. They are students at the Ryan School of Aeronautics in San Diego, Calif., training to be Army pilots. March 16 was graduation at Ryan and 95 boys, having finished a three-months' course, were sent to Randolph Field in Texas (LIFE, Jan. 30, 1939) for basic training. Under the Army's new system of farming out primary training to eleven schools over the country, 1,200 such boys have gone through them to Randolph.

Flying is gay and exciting to young folk and graduation at Ryan was a gay and exciting time. The cadets' girls came down, looked on with appropriate wonder while cadets showed off their planes, their skill and themselves. Mary Ann Gaines, graduation "queen" because she was the cadet captain's girl, dressed up in his hat, jacket and scarf. At the last party, the cadets mockingly mumbled "The Instructor's Prayer": "My student is a headache—I do not want. He maketh me to lie down at night very weary. He leadeth me beside high tension wires. Yea, though I fly on the clearest of days, I fear much evil for he is with me."



In the windy wash of a test propeller, Jean Sherwin stands while Cadet Paul Jenkins blows up a big breeze. The girls had great fun standing in the wind. Boys had fun watching them.







# LIFE ON THE NEWSFRONTS OF THE WORLD

## Welles trip, airplane sales, Nazi "discoveries" and G. O. P. candidates stir U. S. war fears

After two conferences with his button-lipped reporter-at-large, Sumner Welles, just back from the wars (see p. 35), President Roosevelt issued a brief statement on March 29, calling particular attention to its penultimate paragraph. In it he said that "though there may be scant immediate prospect for the establishment of any just, stable and lasting peace in Europe," Mr. Welles's findings "will undoubtedly be of the greatest value when the time comes for the establishment of such a peace."

Despite the President's assertion that this statement held no prophecy, it was hard to figure it as anything but fresh confirmation of a Roosevelt resolve that America shall have a large hand in the making of peace. Whether that will involve an American hand in the making of war remained a worrisome question to American voters.

Appearing before the House Military Affairs Committee on March 27, Secretary of War Woodring, Assistant Secretary Johnson and Chief of Staff Marshall succeeded in quieting Congressional fears that the President, in his anxiety to help the Allies, is crippling the U. S. Army by diverting warplanes that it needs to Britain and France. While 2,100 planes

ordered by the Army are indeed being sold instead to the Allies, the Army chiefs argued that U. S. national defense will be better served by a vast, foreign-financed expansion of U. S. airplane factories than by loading up the Army with a lot of planes which would soon become obsolete anyway.

Hardly had this dispute died down when the German Foreign Office, on March 29, served American isolationists a large helping of raw meat. In the secret archives of the Polish Foreign Ministry, the Nazis claimed to have discovered documents showing that American belligerency had had a lot to do with starting the war. Items: 1) a February 1939 report from the Polish Ambassador in Paris saying U. S. Ambassador William C. Bullitt had promised that America would come into a war against Germany; 2) a June 1939 report from the Polish commercial attaché in London saying that U. S. Ambassador Joseph P. Kennedy had promised to see Chamberlain and Halifax and insist that Britain help Poland with cash; 3) a January 1939 report from the Polish Ambassador in Washington, Count Jerzy Potocki, saying that President Roosevelt was "conjuring up a war psychosis" in America in order to distract the people from domestic problems and gain acceptance of a huge preparedness program "which goes beyond defense needs."

Roosevelt-Hull Bullitt-Potocki denials of this Nazi propaganda were speedily forthcoming. But Republican Presidential hopefuls continued to play on popular uneasiness about Franklin Roosevelt's intentions. In public speeches last week, Senator Taft



WOODRING

temperately declared himself afraid that the President had not "wholeheartedly accepted" the American people's determination to stay out of war, and Senator Vandenberg remarked of the 1940 campaign



BULLITT

that "if the war were to drift toward our involvement . . . the voters might forget all else." District Attorney Dewey, blasting away at the record of New Deal promise-breaking came right out and asked: "What faith can we place in any promise by this Administration to keep this nation out of war?"



TORONTO MAPLE LEAF AND DETROIT RED WING HOCKEY TEAMS STAGE A \$425 FREE-FOR-ALL

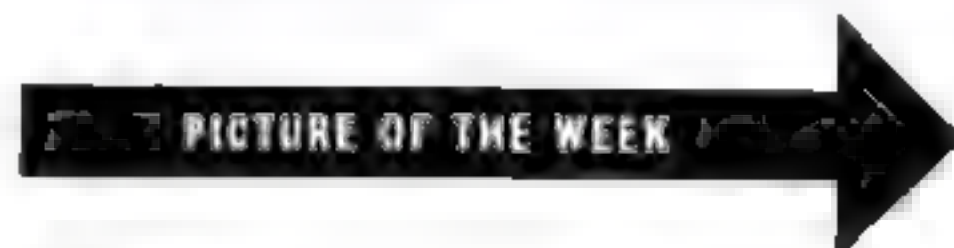
that "if the war were to drift toward our involvement . . . the voters might forget all else." District Attorney Dewey, blasting away at the record of New Deal promise-breaking came right out and asked: "What faith can we place in any promise by this Administration to keep this nation out of war?"

**Hectic Hockey.** When the 1939-40 ice-hockey season began, fans complained loudly that referees were calling penalties too quickly and keeping belligerent players from smacking each other around in traditional hockey style. But as the season wound up, everybody was cheered by a new spirit on the part of referees. Playing in Detroit for a place in the Stanley Cup finals, the Toronto Maple Leafs and the Detroit Red Wings put on a bloody battle. Three times play was interrupted by fights. In last minute of play, every player and substitute (see above) was on the ice socking, slamming and shoving. Toronto won the game and 17 players were fined \$25 each.

**WW.** In an atmosphere of stalemate, the Allied Supreme War Council met for the sixth time. It resolved to tighten the blockade of Germany, despite neutral howls. British submarines sank several German ships in the very teeth of the Skagerrak, and Britain seized two Russian freighters loaded with copper, tin and antimony in the Pacific. France demanded the recall of the Soviet Ambassador to France, bearded Jacob Suritz, because he had tried to send Stalin a message that alluded to "Anglo-French warmongers." Letting France carry the torch of anti-Communism, Britain handed over to the French its two seized Russian freighters.

Benito Mussolini, still waiting for the right moment to "rush to the aid of the victors," received Hungary's Premier Teleki, who was afraid Germany might use the war lull to swallow Hungary or Yugoslavia. It looked as if sooner or later one side or the other would detonate the battlefields of the Balkans. But the Allies were glad of more time to manufacture the guns, planes and tanks for themselves and their allies, notably the tough key republic of Turkey (see pp. 76-89), which at week's end was reported about to open the Dardanelles to the Allied fleets.

**Satisfied Canadians.** So well satisfied are Canadians with the way their Government is conducting the war that, going to the polls on March 28, they retained Mackenzie King's Liberal administration in power with an increase of its seats in Parliament.



This 30-year-old celibate Lama, with close-cropped hair and haunting eyes, seated in his palace garden at Lhasa, 12,000 ft. up in the Himalaya, is Retring Lobsang Rimpoche, King-Regent of Tibet for the next twelve years. In his lap he holds what appears to be a black Tibetan Pekingese.

As King-Regent of the world's greatest functioning theocracy, he will rule until the new 6-year-old Dalai Lama, seated below on the hand-carved throne on which he was installed Feb. 22, reaches the age of 18. Born a Chinese peasant boy of well-to-do parents, the Dalai Lama is now a god of "Tender Glory, Mighty in Speech, Excellent Intellect, Absolute Wisdom, Holding The Doctrine, Ocean Wide." He was discovered a year ago in the remote Chinese province of Koko Nor ("Blue Lake" in Mongolian), 500 miles from Lhasa, after the King-Regent had a vision telling him that the successor to the 13th Dalai Lama, who died in 1933, would be found "near the Blue Sea."

His chances of reaching his majority depend mostly, however, on whether or not the King-Regent or his agents decide to poison him. Since 1803, there have been five baby Dalai Lamas. But only one reached his majority. The others died mysteriously of "stomach trouble."



NEW DALAI LAMA ATOP HIS THRONE





The King-Regent of Tibet: will he poison the baby Dalai Lama?





THE TWO DICTATORS SHAKE HANDS HEARTILY ON THE STATION PLATFORM AT BRENNERO AFTER THEIR SURPRISE MEETING WHILE COUNT CIANO LOOKS ON WITH FOREBODING

## HITLER AND MUSSOLINI HOLD FIRST WAR MEETING

For the first time since the war began and for the fifth time since they forged an alloy Axis in 1934, Adolf Hitler and Benito Mussolini met, just over the German border on a railroad siding in the Italian village of Brennero, March 18. It was snowing as the dictators walked down a red carpet, lined with

potted palms, to the Duce's salon car. There they talked in German for two hours and twelve minutes. They were joined by Foreign Ministers von Ribbentrop and Ciano, also fresh out of a conference. At 1:11 p. m., the Axis' Big Four shook hands, saluted, departed, with the world not one bit the wiser.

HITLER GOT IN A LAST WORD AS HE HUNG OUT OF TRAIN WINDOW TO TALK TO DUCE



LIKE HITLER, RIBBENTROP HAD A LAST WORD FROM TRAIN WITH ITALIAN OFFICIAL





# SILENT SUMNER WELLES COMES HOME TO TELL BOSS ALL

On March 28, Under Secretary of State Sumner Welles returned from his month-long European junket radiating elegance and uninformative urbanity. He flattened all meaty questions with a polite "No comment," hustled to the State Department, thence to the White House (below). The White House gave out no facts, sternly forbade reporters to conjecture. But most of the press proceeded to guess 1) that Mr. Welles had found peace hopes very dim, 2) that he had come home very depressed.

Next day after a second conference with his envoy, President Roosevelt issued a terse statement declaring that Mr. Welles had made no commitments, had received no proposals but had helped to clarify U.S. foreign relations. Only provocative nugget was a sentence, to which the President called special attention, predicting that information gathered by Mr. Welles would prove of great value "when the time comes for establishment of . . . peace" (see p. 32). At right are snapshots of *Sumner Welles Abroad*.



WITH CORDELL HULL, SUMNER WELLES (RIGHT) ARRIVES AT THE WHITE HOUSE TO TELL THE PRESIDENT ABOUT HIS TRIP



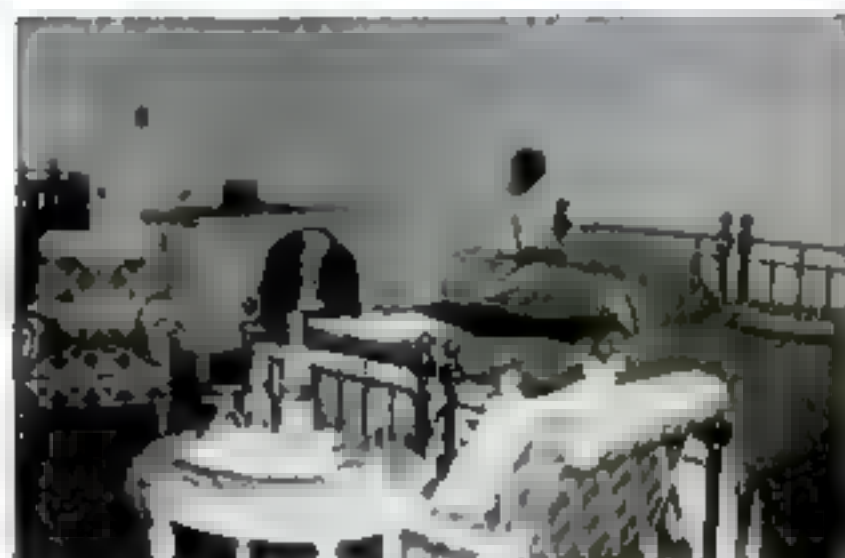
WELLES'S LUGGAGE ABOARD A FRENCH TRAIN



LUNCH ARRIVES AT HIS SUITE IN PARIS



HIS ENGLISH VALET, REEKS, LAYS OUT TAILS



WELLES'S BEDROOM AT THE RITZ



MAID PREPARES HIS BATH IN HOTEL AT ROME



HE STUDIES FRENCH ARMY MAP (CENSORED)



REFRIGERATES FAMILY IN ENGLAND ON HOLIDAY





ELEVEN FRENCH SOLDIERS ARE GIVEN SUN-LAMP TREATMENT UNDER THE SUPERVISION OF AN ARMY DOCTOR IN A ROOM 154 FT. UNDERGROUND IN THE MAGINOT LINE

## ALLIED SOLDIERS GET ARTIFICIAL SUNLIGHT TO OFFSET WAR IN DARK

Unseen enemies hidden deep in the Maginot Line and in submarines under the sea are diseases arising from a lack of sunlight. As submarine crews are liable to enjoy no sunshine for two months at a stretch and troops in the Maginot Line come up for air only once a month, these men are potential victims of scurvy, skin eruptions, constipation, lethargy or going "stir crazy."

Photographed recently were these Maginot Line troops in the process of being given a periodic sun-lamp treatment to make good their loss of real sunlight (above). Similarly, crews returning from cruises on British submarines are now being given ultraviolet ray treatments (right). Both treatments artificially make up Vitamin D deficiencies, have good germicidal qualities that kill skin-disease germs, prevent respiratory infections and increase amounts of hemoglobin in the blood. Of utmost importance is the effect of these treatments in generally increasing a soldier's efficiency.

In the Siegfried Line German fortress troops suffer from a disease of their own. Called *Bunkerkrankheit* ("Blockhouse fever"), it is a debilitating nervous disorder, occasioned by boredom, that depresses soldiers, gives them an uncontrollable case of the blues.



MEMBERS OF A BRITISH SUBMARINE CREW BATHE IN ULTRAVIOLET RAYS AT A DEPOT



# ARMY ENGINEERS WALL UP THE CONEMAUGH TO PREVENT ANOTHER JOHNSTOWN FLOOD

Next to Mount Ararat (*see p. 84*), the geographical name most often associated with floods is Johnstown, Pa. This spring Johnstown faces the threat of another flood. But this spring Johnstown is also prepared as it has never been before to combat destructive waters roaring down the Conemaugh River valley.

On May 31, 1889, a wall of water, released by a broken dam twelve miles upstream, wiped out Johnstown and some 2,300 of its 25,000 inhabitants. On March 17, 1936, the thaw-fed Conemaugh rose and buried Johnstown a second time under 14 ft. of swirling water. This year, conditions dangerously resem-

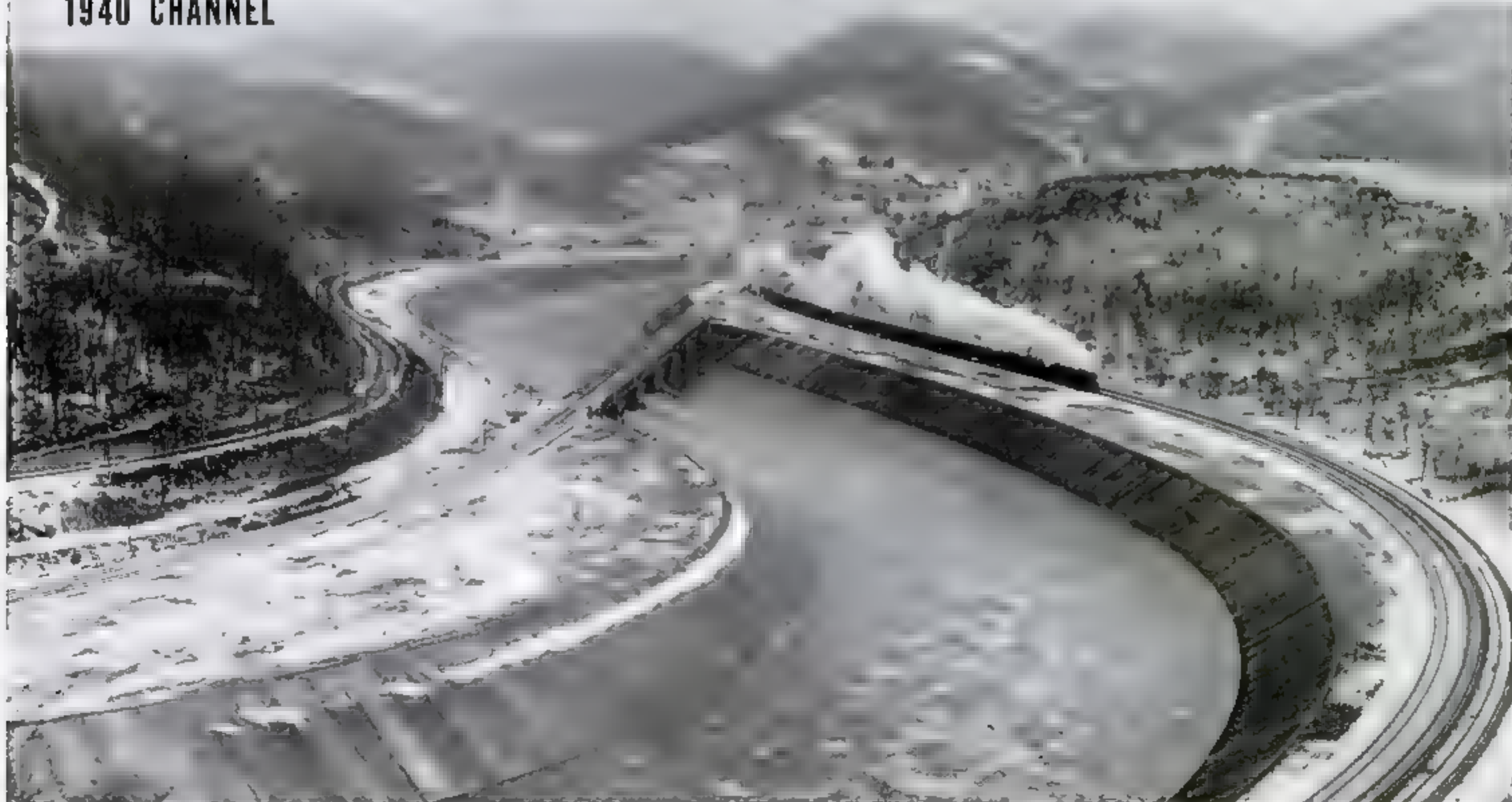
ble those in the early spring of 1936. To forestall another disaster, Army engineers are engaged in an \$8,000,000 flood-control project. It is now 25% complete—enough to test its efficacy if the floods arrive.

These before-and-after pictures show the S-bend in the Conemaugh River at Dornick Point where flood waters in the past have been most impeded. Now the river-bed is strait-jacketed in 60-ft. retaining walls, 400 ft. wide from rim to rim. Ice in the lower picture shows the course of the fast currents. In the background are the homes of Johnstown. At right runs the Pennsylvania Railroad's main line.

1938 CHANNEL



1940 CHANNEL







SUNSPOTS GREW TO THIS SIZE BY MARCH 25



MARCH 26. SPOTS MOVE SLOWLY ACROSS THE SUN'S FACE



MARCH 27. BIGGEST GROUP IS 33,000 MILES ACROSS

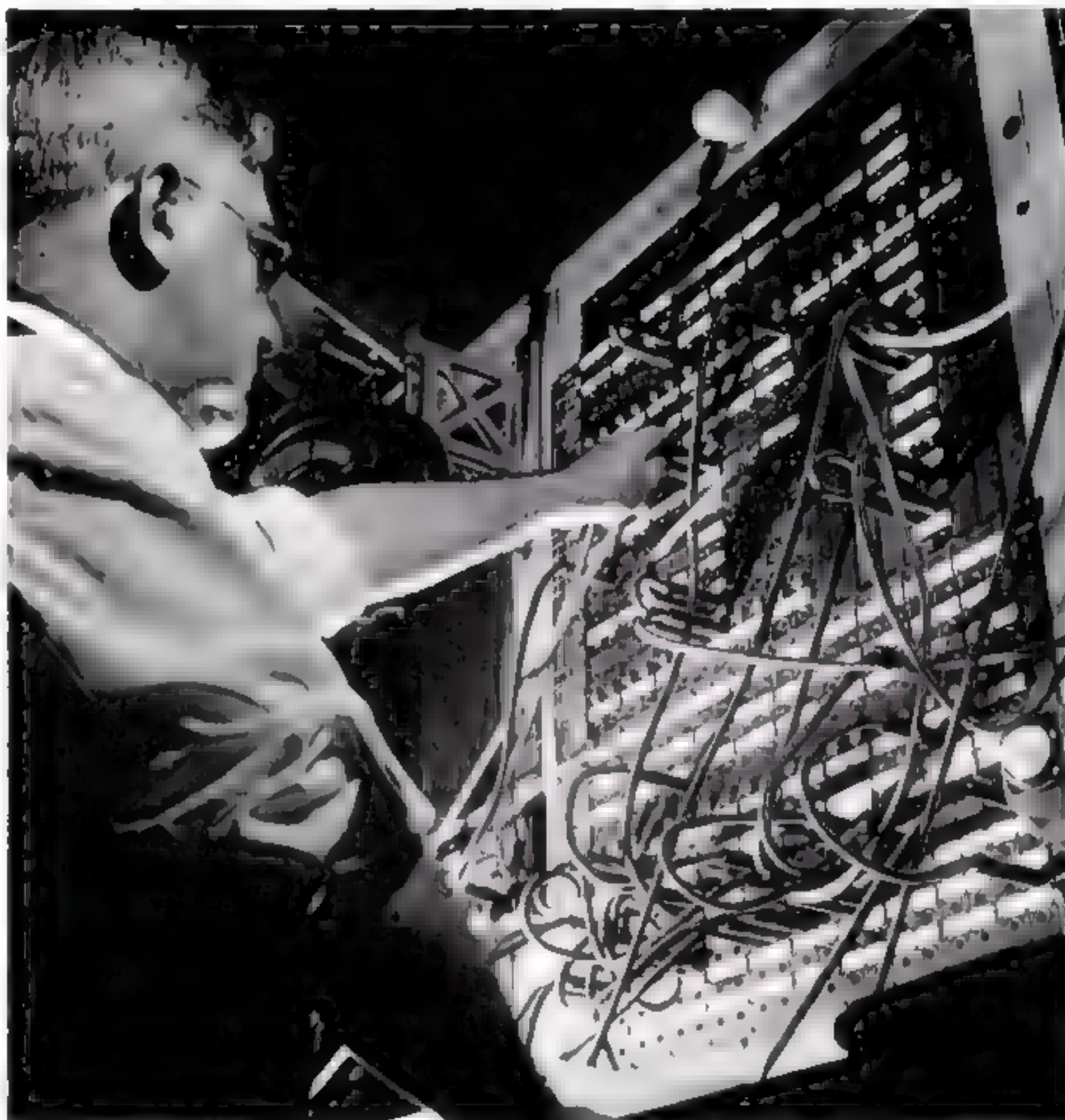
## SPOTS ON THE FACE OF THE SUN MESS UP EARTH'S COMMUNICATIONS

Just week the earth's magnetic field had a had attack of spring fever. Well-behaved landlines of A. T. and T. turned taciturn. The ionosphere, the super-stratospheric layer of the earth's atmosphere, which radio companies use for a cushion to bounce their signals like billiard balls across the ocean, suddenly went porous. Wire-photos showed black streaks and teletype machines went to work on their own to click off alphabetic rhapsodies like the one below.

Moving across the face of the sun could be seen the villains of the piece—a series of sunspots, volcanic whirlwinds of gas which so upset the earth's magnetic field that forces as high as 700 volts were induced in power and communications lines. Counting up at the end of the week, the world found a debit that no one cared to estimate in disrupted communications and fused wires. On the credit side were several spectacular displays of northern lights.



MAP OF U. S. AREAS WHERE "EARTH CURRENTS" WERE STRONGEST



WESTERN UNION SET UP EMERGENCY CIRCUITS TO RE-ROUTE MESSAGES AS REGULAR LINES WENT DEAD

AT THE HEIGHT OF THE MAGNETIC STORM, TELETYPE AND OTHER AUTOMATIC TELEGRAPH MACHINES WENT HAYWIRE, PRINTED OUT MESSAGES LIKE THIS ON THEIR OWN HOOP

M  
N:,,950  
5,,8.55,,:(,,7:  
,,5,,),00:58  
50:(,2)  
,2-  
,)5,550,5,(  
,.-7),), (CNMANT IN  
KENNPLMNAVTNTNCMMW TTTTNCNIVVNACNNWUNI T  
CKONIM  
VCNOA NNAATNNAWNCNPVKVTNNKCN M MKCNWCTNNTKMCNI  
N2-50:58  
(50:  
2),  
,2-  
(-05,5;0557+79,((-:,,.-:5,558  
:-,(-  
,,5,9- NN  
CNMKTN  
NNAC





FRANCESCA SIMS  
of TEXAS  
Chesterfield Girl of the Month

A roundup of all you  
want in a cigarette

# CHESTERFIELD

they're **COOLER**  
they **TASTE BETTER**  
they're **DEFINITELY Milder**

These are the things you get from Chesterfield's right combination of the world's best cigarette tobaccos.

Make sure of more smoking pleasure . . . make your next pack Chesterfield and you'll say "*They give me just what I want . . . THEY SATISFY.*"





# *A Truly Great Whiskey*



It is our sincere belief that no other whiskey, however fine it may be, offers the matchless flavor, the delicate aroma, and the mellow-rich smoothness that have brought Four Roses renown as America's finest whiskey. Four Roses is all whiskey—a blend of straight whiskies, 90 proof. The straight whiskies in Four Roses are 4 years or more old. Frankfort Distilleries, Inc., Louisville & Baltimore.





Studiously pensive, with a bright-red ribbon in her hair, Virginia Harris studies Greek history, dreams of the coming basketball trip to Des Moines. Some day she wants to be a private secretary.



In the semi-finals, Hansell played De Soto. Here a Hansell guard and a De Soto forward jump for a rebound. Virginia (arrow) wants to get a pass from her teammate.



Up the steps of Soldiers' and Sailors' Monument, with Iowa capitol in background, race Virginia and her friend Betty Radcliff. Virginia makes many of her own clothes.

## PRETTY VIRGINIA HARRIS LEADS HANSELL TO IOWA BASKETBALL CHAMPIONSHIP

Virginia Harris is 16. She lives in Hansell, Iowa, a little town of 170 people, up in the rolling farm country north of Des Moines. With her soft brown hair, her sparkling eyes and lovely figure, she is just about the prettiest girl in town. When Hansell High School, where she is a senior, holds its parties, she is dated up far ahead. When she walks home from school, she never has to walk alone.

Last month, Virginia, who is co-captain of her high-school basketball team, had the time of her life. With 11 other squad members, she piled into the Hansell school bus, rode 80 miles south to Des Moines to play in the Iowa girls' basketball championships. There she did what every country girl visiting the big city dreams about. She met some boys

from Drake University. She frolicked on the State-house lawn and called on the Governor. At night, she went to movies and dances. Once she even spoke on the radio. But the best thing of all was the actual tournament.

Virginia had not expected her team to do very well. They had lost only one game in the regular season, just completed, but competition in the championships was much tougher. She was excited, therefore, when Hansell got to the semi-finals. When they beat De Soto and reached the finals, she was thrilled beyond words. When they played the best game of their entire lives and walloped Waterville, 59-20, for the State championship, she was so happy she cried. For a week afterwards, she walked in a dream.





## ENJOY MOTORING TO FAR PLACES WITH NEW CHAMPION SPARK PLUGS!

When the mood strikes you to pick up and go to far places, enjoy motoring to the limit by installing new Champion Spark Plugs.

For Champion Spark Plugs are engineered to make your car perform to the limit of its ability—to re-vitalize every cylinder so that you can depend on quick starts, fast, smooth acceleration, and full, flowing power and speed.

This is particularly true of Champions since the development of the exclusive Sillment® seal. Since compression leakage in spark plugs materially alters their individual heat range and noticeably affects the

efficiency of modern high compression engines, it can readily be seen that Champions' leakproof qualities are vital to top-notch performance and economy.

Champion Spark Plugs are the almost universal choice of racing champions because they make every engine a better performing engine and are absolutely dependable—excellent reasons for you to insist on Champions when you buy spark plugs. For greatest engine efficiency have your spark plugs tested and cleaned regularly and replaced every 10,000 miles. Pick up and go with new Champions.

\*Sillment is the sensational new material used to seal Champions against gas or compression leakage, at the shoulder and past the center electrode.

This exclusive and patented process seals Champions against troublesome leakage common to ordinary spark plugs, and contributes largely to Champions' better performance in today's high compression engines.



## Girls' basketball (continued)



Governor George A. Wilson is called on by Virginia and Helen Warren. He gave them his autograph. To Iowa, girls' basketball is big business. This year there were 525 high schools playing it, and 27,000 people came to see the Des Moines tournament.



Virginia signs her name on one of the stone pillars in the Statehouse rotunda. She has heard from a guide that the building was mostly built of Iowa stone and that more than 29 kinds of domestic and imported marble were used in finishing it.

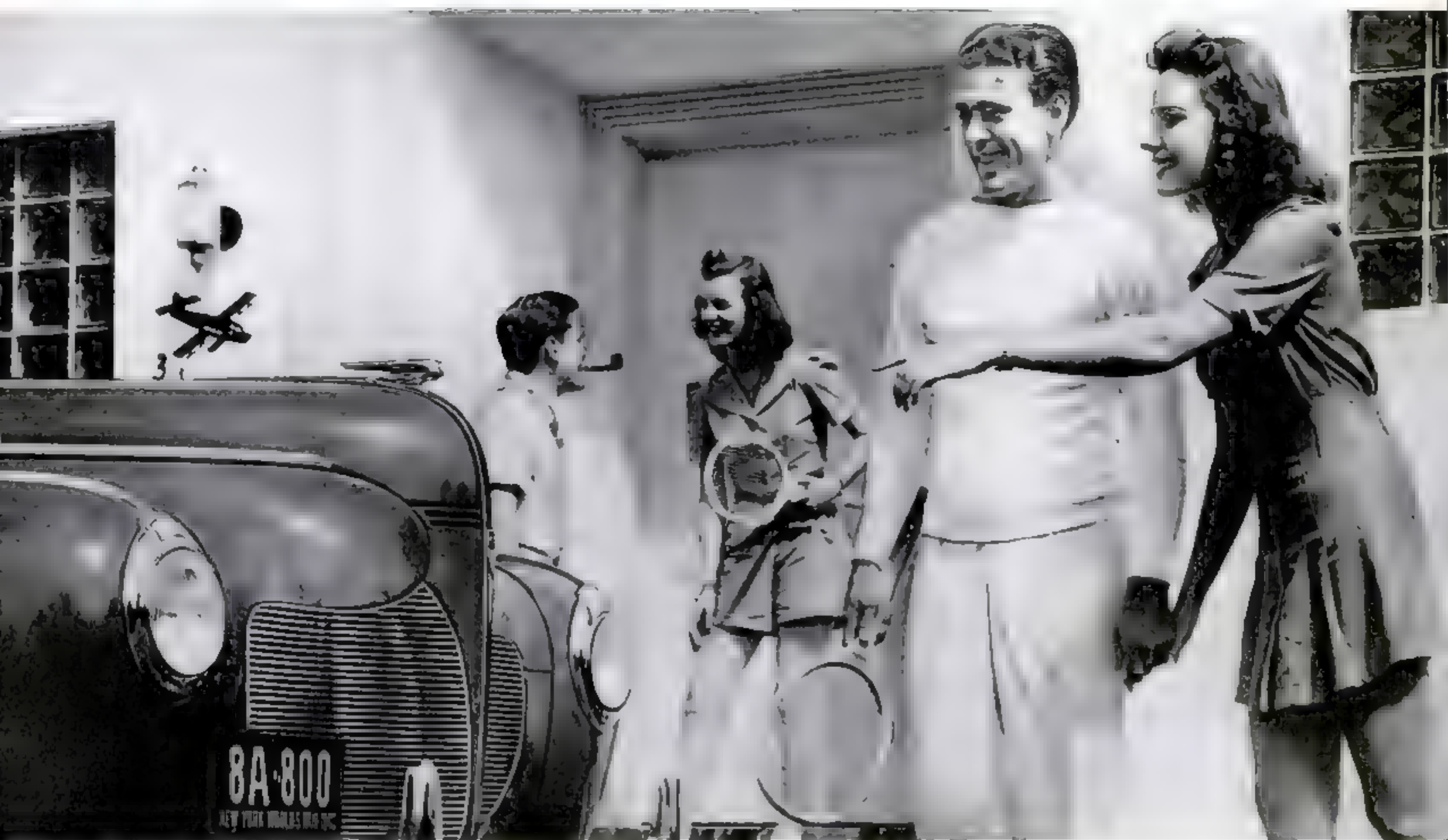


Outside the Statehouse, the girls chased each other across the lawns. The building is probably the ugliest State capital in the U. S. In 1857 the legislature forsook the lovely old capitol at Iowa City, spent \$3,206,256 to build this monstrosity.

CONTINUED ON PAGE 44



# "There's Something to Write Home About"



Excited! Well, wouldn't *you* be, with a New De Soto at your front door. There's *plenty* to "Write Home About" in this Beautiful Car... De Soto has Actually 39 New Features not found in your 1936-'37-'38 Car!

**Y**OU CAN'T quarrel with a person for being loyal to his old car—but you *can* give him a friendly tip:

"If you want the biggest thrill in driving and the *most* for your money, bring yourself up-to-date on what's new."

The new De Soto will fascinate you. There's from 5 to 15 more horsepower at your finger-tips. Seats span as much as 8 inches wider. You simply *click* to high with the neat steering post gearshift. Passengers front and back enjoy a Floating Ride. At night, you see 50% to

65% better with the new Sealed Beam Headlights.

Finger-tip pressure clicks shut the De Soto door. Crystal-clear, wide-vision windows make your driving safer.

This list of *newness* runs right on up to 39 important features you don't have in your '36-'37-'38 car. Why not enjoy them? See your De Soto Dealer today for a good deal on the car you'll love to drive. De Soto Division of Chrysler Corporation.

LINE IN MAJOR CITIES THROUGH U.S. HIGHWAYS. C.O.D. P.M. E.S.T.



## DE SOTO—America's Family Car

De Luxe Coupe

\$845

De Luxe Sedan

\$905

Delivered at Detroit, Mich. Federal taxes included. Transportation, state, local taxes, if any, extra.



Oh, darling, it's 'n'

## For the Girl of Your Choice the Ring of HER Choice a GENUINE-REGISTERED Keepsake



HUDSON Set \$39.75  
Engagement ring 100.00



BAGUETTE Set \$12.50  
Engagement ring 250.00



BROOKLINE Set 200.00  
Engagement ring 150.00



HERMOSA Set \$12.50  
Engagement ring 350.00

IT'S a grand way to start your life together . . . with the traditional symbol of the engagement—a lovely genuine registered Keepsake Diamond Ring. How she loves its glorious color, its distinguished styling . . . its time-honored quality. She especially appreciates your thoughtfulness in selecting a Keepsake because it is the ring she herself would choose.

You can select your Keepsake with confidence because with every ring comes the Certificate of Quality and Registration—your protection against an unwise choice.

Authorized Keepsake Jewelers the country over offer diamond values made possible only by expert selection and appraisal. There is a Keepsake for every taste and purse. Extended payments can usually be arranged. Ask your jeweler to show you the newest Keepsake styles in matched sets of engagement and wedding rings . . . or write to us for the name of the nearest Keepsake Jeweler.

Send the coupon below or write for the helpful book for coming brides and bridegrooms which gives advance information regarding the Etiquette of the Engagement and Wedding.

*This Keepsake Certificate of Quality and Registration enables you to buy with confidence. Keepsake is the registered trade-mark of A. H. P. Inc., New York, N. Y.*



CLASSIC Set \$9.75  
Engagement ring 75.00



**ROMANCE AHEAD? Send Coupon or write for Etiquette Book**



Keepsake Diamond Rings,  
214 S. Warren St., Syracuse, N. Y.  
Please send valuable book, "Etiquette of the Engagement and  
Wedding." I enclose 10c to cover mailing expense.  
Name \_\_\_\_\_  
Street and No. \_\_\_\_\_  
City \_\_\_\_\_

## Girls' basketball (continued)



At health contest for all players in the basketball tournament, Virginia is examined by Dr. Edward J. Drew and Nurse Mary Alice Wright. In spite of her pretty looks, Virginia did not win a prize, but one of the other Hansell girls took second place.



Between tournament games, Dr. Georgia Harris, a student osteopath, comes to see Virginia at her hotel, gives her treatment for a strained leg muscle. Out of season, Virginia keeps her muscles strong by bicycling, swimming, playing tennis and dancing.

CONTINUED ON PAGE 62



"Two Loves have I...  
must they break my heart..."

William Essex, the father; brilliant, strong-hearted, good...

Oliver Essex, his son; young, gay, careless of life, careless of love... and Livia, loving them both... torn between their love for her.

With all my love  
your very own  
William

From your very difficult  
but very loving  
Oliver

My Son,  
My Son!

The year's mightiest  
novel brought to flaming  
life upon the screen  
by a perfect cast!

Edward Small presents

MADELEINE CARROLL

BRIAN AHERNE · LOUIS HAYWARD

My Son, My Son!

with LARAINÉ DAY · HENRY HULL · JOSEPHINE HUTCHINSON · SOPHIE STEWART  
BRUCE LESTER · Screenplay by Lenore Coffee · Directed by Charles Vidor · Released thru United Artists  
From HOWARD SPRING'S best-selling novel—praised by more than a million readers

(SEE IT SOON AT YOUR FAVORITE THEATER)



**IT'S A CINCH TO REPAIR  
WALLS WITH  
RUTLAND  
PATCHING  
PLASTER**



"I bet you won't be able to see where the hole was! Rutland Patching Plaster sure does a swell job...and no trouble at all! It makes a patch as smooth and lasting as the wall itself!"

**NO CRACKING OR SHRINKING WITH GENUINE RUTLAND  
PATCHING PLASTER — Unretouched photos prove it!**



● Here's the kind of a patch you get when you use Rutland Patching Plaster... smooth as when first applied and solid as the wall around it. Rutland's small water absorption prevents cracking and shrinking.



● Here's the kind of a patch you are likely to get when you use a so-called "just as good" patching preparation. Inferior plasters crack and shrink because they require so much water to make a working mixture.

### LOOK FOR THE CHECKERBOARD PACKAGE

Other Rutland Repair Products: Rutland Roof Coating, Rutland Furnace Cement, Rutland Stove Lining, Rutland Concrete Patcher, Rutland Asphalt Paint... Look for the famous checkerboard label—at reliable paint, hardware and building supply dealers.



**FREE! Uncle Ned's 100 How-to-fix its**—Tells you how to repair cracks back of sinks—dustproof cement floors—stop leaks around chimneys and do 97 other home repair jobs. Mail post card to Uncle Ned, Dept. L-4, The Rutland Fire Clay Company, Rutland, Vermont.

### Girls' basketball (continued)



Before the final game, Hansell's team gathers in a huddle for a pep talk by Coach Shaw. After talk, they all sing *I Double Dare You*, which is their good-luck song. In addition to coaching basketball, Shaw is the Hansell High School superintendent.



Four Hansell sixth-graders rode down with team to lead cheers. Their pet yell was "Big Apple, Little Apple, Sun-Q; Come on, Hansell, we're truckin' for you." Because she has been busy at basketball Virginia has never had time for cheerleading.

CONTINUED ON PAGE 48





## *Who says so....?* We, the People...!

WHO crowned Clark Gable king of the movies? Who put a princess' crown on Shirley Temple's tumbled curls? *We, the People...*!

We make movie stars and motor oils, presidents and products, best sellers and smash hits. And unmake them, too.

Who says that of all the oils clamoring for a place in our crankcases, Quaker

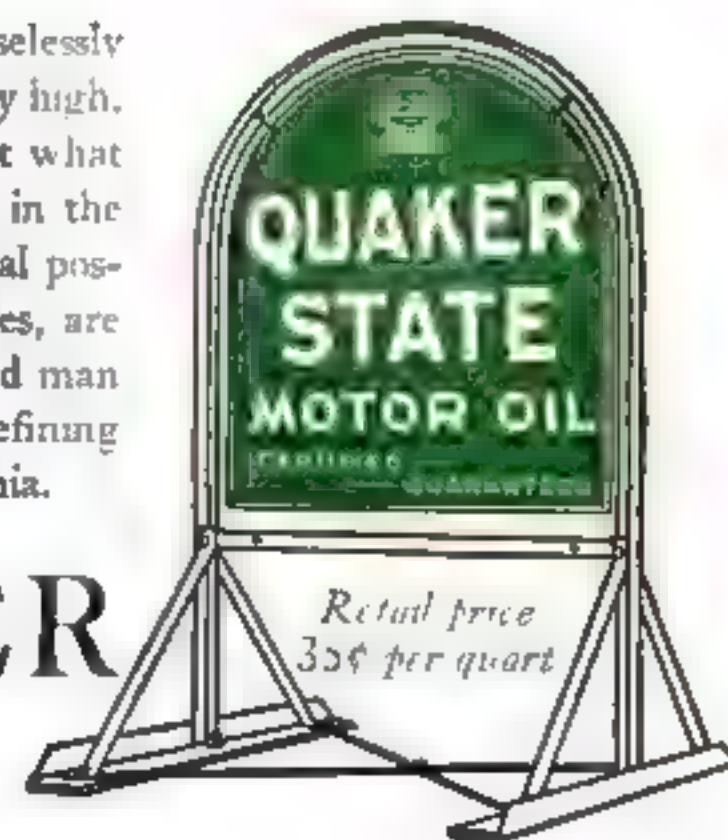
State has won our full confidence? Who says so? We say so. *We, the People...*!

The surveys made among us mirror our conviction. The makers of Quaker State tell us that they take the world's best crude oil from way down deep in the Pennsylvania fields and then remove all impurities under the most exacting control modern science can devise. That in four

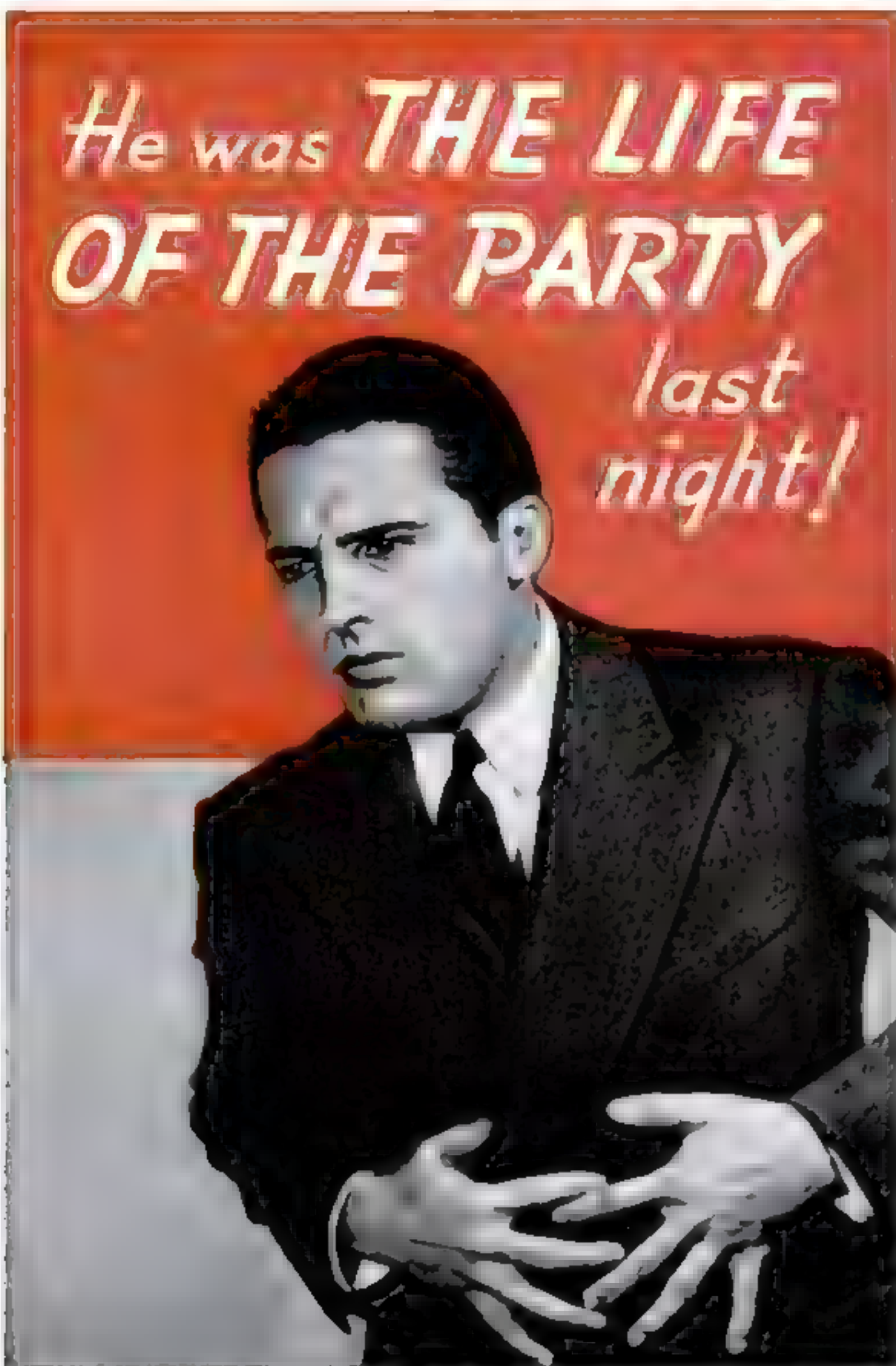
great refineries, technicians toil ceaselessly to keep refining standards incredibly high.

We assume all this to be so. But what interests us is this: we feel serene in the knowledge that the biggest material possession of our lives, our automobiles, are guarded by oil as fine as nature and man can produce. Quaker State Oil Refining Corporation, Oil City, Pennsylvania.

*Trust your car to the Oil of* **CHARACTER**





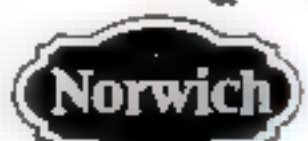


*Too much to eat, too much to drink... and last night's party is no party today! Take soothing, pleasant Pepto-Bismol!*

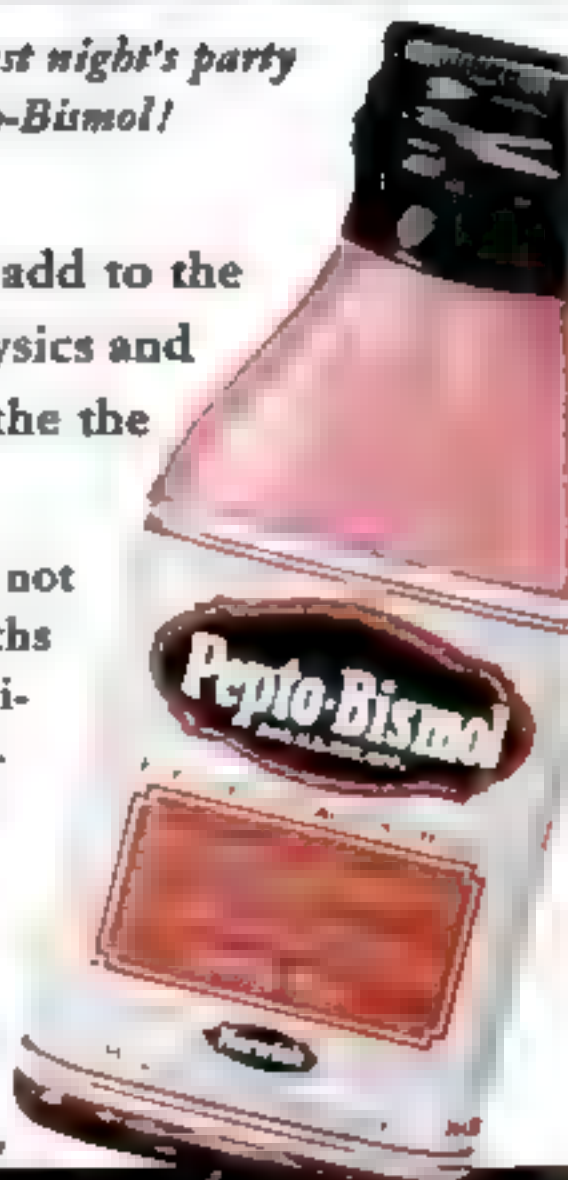
**When your stomach is upset**, don't add to the upset with doses of drastic, irritating physics and purges. Take **Pepto-Bismol** and help soothe the irritated stomach and intestines.

Pepto-Bismol has no laxative action and is not an antacid. It is recommended for stomachs distressed by over-indulgence, nervous indigestion, change of diet, or improperly prepared or selected food. Its action is gentle and mild and its flavor is decidedly pleasant.

50c, at your druggist's. Or by the dose at drug store fountains.



Makers of "Unquenchable"



**PEPTO-BISMOL**  
FOR UPSET STOMACH

\*REG. U. S. PAT. OFF.

## Girls' basketball (continued)



After final game, Virginia walks off the court with Dorothy Gronna, star of beaten Waterville team. In dressing room, the Hansell team said: "This is the happiest moment of our lives! We'll have to build a palace to show that gorgeous trophy."



Back in Hansell, Virginia happily hugs her mother. There wasn't a hall in town big enough to hold the crowds who turned out to greet the team. Ever since then, the girls have been busy going to banquets and celebrations given in their honor.



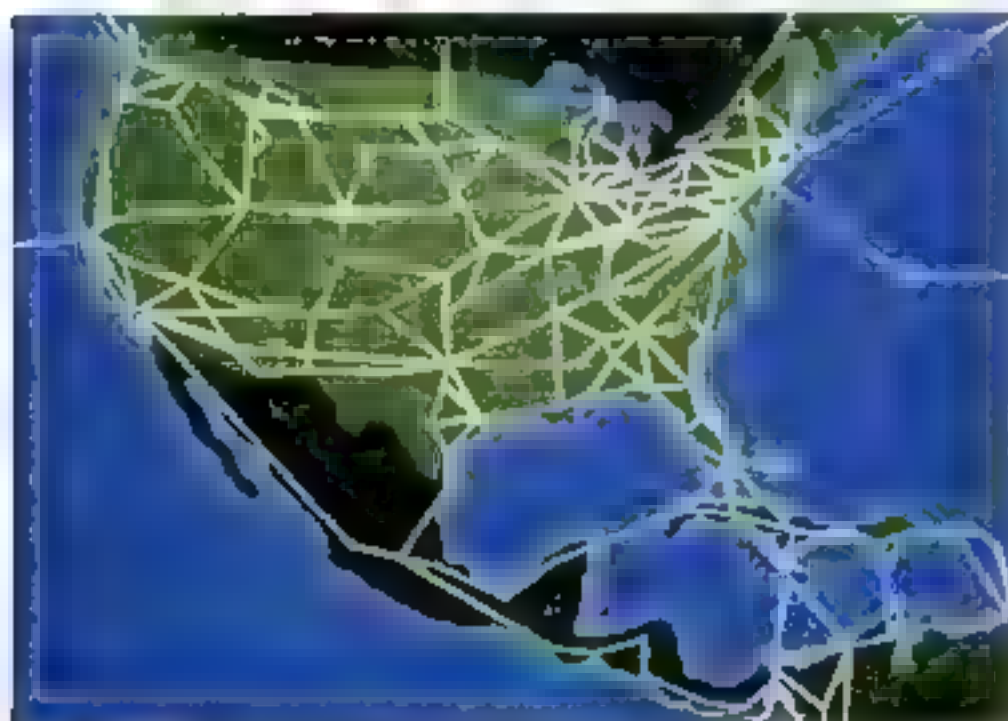
# FLY-IT COSTS LESS THAN YOU THINK



See how these attractive one-way air fares between a few cities served by the domestic and international Airlines of the United States compare with your own idea of the cost of Air Travel

One-way Air Fares and Shortest Elapsed Time * between	Atlanta	Chicago	Cleveland	Hartford	Houston	Kansas City	Los Angeles	Memphis	Mexico City	Miami	Phoenix	St. Louis
Bermuda	\$ 8.50 ★ Time 12:55	\$14.00 11:55	\$6.70 9:25	\$4.05 44:30	\$6.15 10:15	\$6.45 17:50	\$14.95 24:00	\$2.10 13:04	\$25.00 25:40	\$4.75 16:00	\$20.00 23:10	\$2.50 13:59
Boston	\$ 60.00 ★ Time 8:39	\$4.20 5:34	\$7.05 3:45	\$37.80 40:14	\$106.10 14:09	\$75.70 8:34	\$159.20 17:19	\$74.75 7:30	\$164.55 21:24	\$83.70 10:55	\$50.60 16:14	\$65.45 7:19
Dallas-Ft. Worth	\$ 38.50 ★ Time 1:55	\$46.85 4:40	\$64.40 9:00	\$370.45 31:10	\$14.00 1:35	\$27.50 3:45	\$69.10 7:10	\$2.40 2:23	\$70.00 8:40	\$75.75 10:04	\$7.30 6:28	\$33.90 4:21
Detroit	\$ 40.40 ★ Time 7:45	\$13.25 1:30	\$7.00 3:39	\$306.95 38:00	\$24.10 11:30	\$34.75 4:30	\$18.50 13:30	\$39.60 6:10	\$30.10 19:00	\$82.65 10:25	\$3.65 14:30	\$26.20 3:32
Minneapolis-St. Paul	\$ 55.40 ★ Time 7:10	\$16.50 3:10	\$34.75 4:40	\$381.30 34:00	\$65.50 13:55	\$24.00 4:02	\$107.00 13:30	\$42.88 5:58	\$12.50 29:30	\$99.65 11:55	\$17.50 16:55	\$28.95 4:01
New Orleans	\$ 25.70 ★ Time 2:40	\$44.60 6:30	\$69.85 9:15	\$400.00 21:05	\$26.30 2:05	\$46.64 6:21	\$0.00 14:03	\$10.00 2:39	\$80.00 9:10	\$47.20 3:10	\$86.90 11:43	\$37.60 4:38
Newark-New York	\$ 48.15 ★ Time 5:05	\$44.05 3:50	\$26.70 2:23	\$49.00 27:43	\$24.15 10:35	\$66.40 6:29	\$49.25 15:17	\$60.00 6:00	\$12.00 17:50	\$7.75 9:30	\$39.00 14:35	\$53.50 5:17
Pittsburgh	\$ 49.35 ★ Time 5:30	\$7.00 2:17	\$7.00 0:50	\$430.00 27:35	\$27.40 11:11	\$45.45 4:38	\$122.95 13:05	\$45.00 5:48	\$36.40 19:30	\$79.95 8:18	\$119.50 15:25	\$37.50 3:05
Salt Lake City	\$ 18.85 ★ Time 12:45	\$73.95 7:06	\$90.00 9:05	\$314.20 24:13	\$83.20 16:55	\$56.60 10:11	\$34.75 3:50	\$85.50 11:04	\$144.50 17:35	\$150.00 17:35	\$37.40 7:14	\$7.58 9:04
San Francisco	\$ 30.05 ★ Time 16:35	\$25.00 11:01	\$13.00 13:00	\$18.00 18:00	\$17.00 17:00	\$11.17 11:17	\$18.05 9:04	\$18.05 12:48	\$58.95 14:00	\$168.95 21:40	\$48.10 4:45	\$105.00 17:59
Seattle	\$ 3.00 ★ Time 19:15	\$99.00 18:50	\$25.00 15:45	\$10.00 23:30	\$12.00 19:30	\$10.00 16:51	\$62.21 7:34	\$195.88 17:34	\$72.90 24:25	\$175.50 24:15	\$80.00 11:17	\$95.00 15:34
Washington	\$ 35.00 ★ Time 3:15	\$36.00 4:17	\$10.00 2:30	\$10.00 10:10	\$9.00 9:00	\$6.00 6:03	\$16.10 16:10	\$40.00 4:07	\$40.45 16:10	\$50.00 6:45	\$17.75 18:55	\$43.70 4:30

You can save dollars, hours and days by using the fast, direct air service operating day and night between more than 265 United States cities and 54 foreign countries. To make a true comparison between the cost of Air Travel and the cost of fastest first-class surface transportation, add extra fares, cost of special accommodations, meals, tips and other incidentals of surface travel. Remember the Airlines give at least a 10% saving on Round-trip tickets. Fares quoted subject to change without notice. ★ Elapsed time in hours and minutes.



Ask Your Travel Agent: It's easy to buy an air ticket to any place in the United States or the world. Simply phone or call at any Travel Bureau, Hotel Transportation Desk, Telegraph office or local Airline office, for airline schedules and fares or information.

MANY people who have never been off the ground believe air travel is expensive. Nothing could be farther from the truth as you can see by checking the one-way fares shown above.

In most cases, an air ticket costs no more than you would pay for the fastest first-class travel on the ground when *all costs* are considered.

And remember, flying saves hours on short trips, days on transcontinental and border to

border journeys—and weeks on trips to foreign lands. In the air, meals are free and attendants are forbidden to accept tips.

When business calls for travel—fly and save hours and days for productive work; save energy and traveling expense. Cover the same territory and have more time at home.

When pleasure calls for travel—fly and have more time for play at your destination.

It costs much less than you think to fly. Why not make your *next* trip by air?

AIR TRANSPORT ASSOCIATION, 135 South LaSalle Street, Chicago, Illinois

IT PAYS TO **FLY**

This educational campaign is sponsored jointly by the 16 major United States Airlines, and Manufacturers and Suppliers in the Air Transport Industry.



*"You can really decorate  
to these new linoleums"*

says Lyle Wheeler,\* world-famous designer-decorator



**LYLE WHEELER**, famous Art Director for Selznick-International, has designed rooms enjoyed by millions in "Intermezzo," "Rebecca," "Gone with the Wind," and many other outstanding productions.

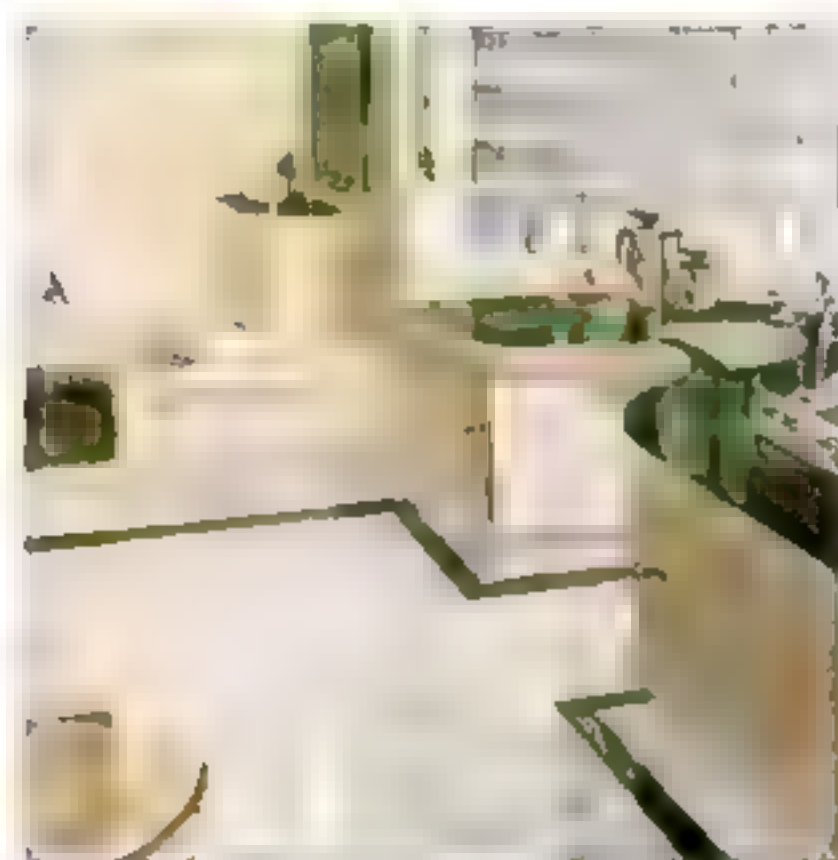
Mr. Wheeler shows you on this page how simply you can create effects of classic beauty around Pabco "Luxury Floors" of genuine Inlaid Linoleum. "Every woman is a decorator at heart," says Mr. Wheeler, "and these appealing new linoleums of inlaid squares are sure to rouse your decorative instincts. Be sure to make a note of the pattern numbers. They are important."



**3. "FOR THIS DISTINGUISHED entrance hall,"** says Lyle Wheeler, "the architect and I agreed on Pabco's striking new black marbled squares interlaced with red chevrons and white stars—No. 2643. The feature strip bordering the hall and the stair covering are Pabco's rich red linoleum No. 121. Note Pabco "Luxury Floor"—not so more than ordinary linoleums. Ask your dealer for Pabco's new "Decorative Hints" booklet.



**1. "TO ACCENT** the functional beauty of your kitchen," says Lyle Wheeler, "use modern linoleum loveliness. Notice here I chose Pabco's "Luxury Floor" Pattern No. 2522. Working and table surfaces are Pabco's No. 135."



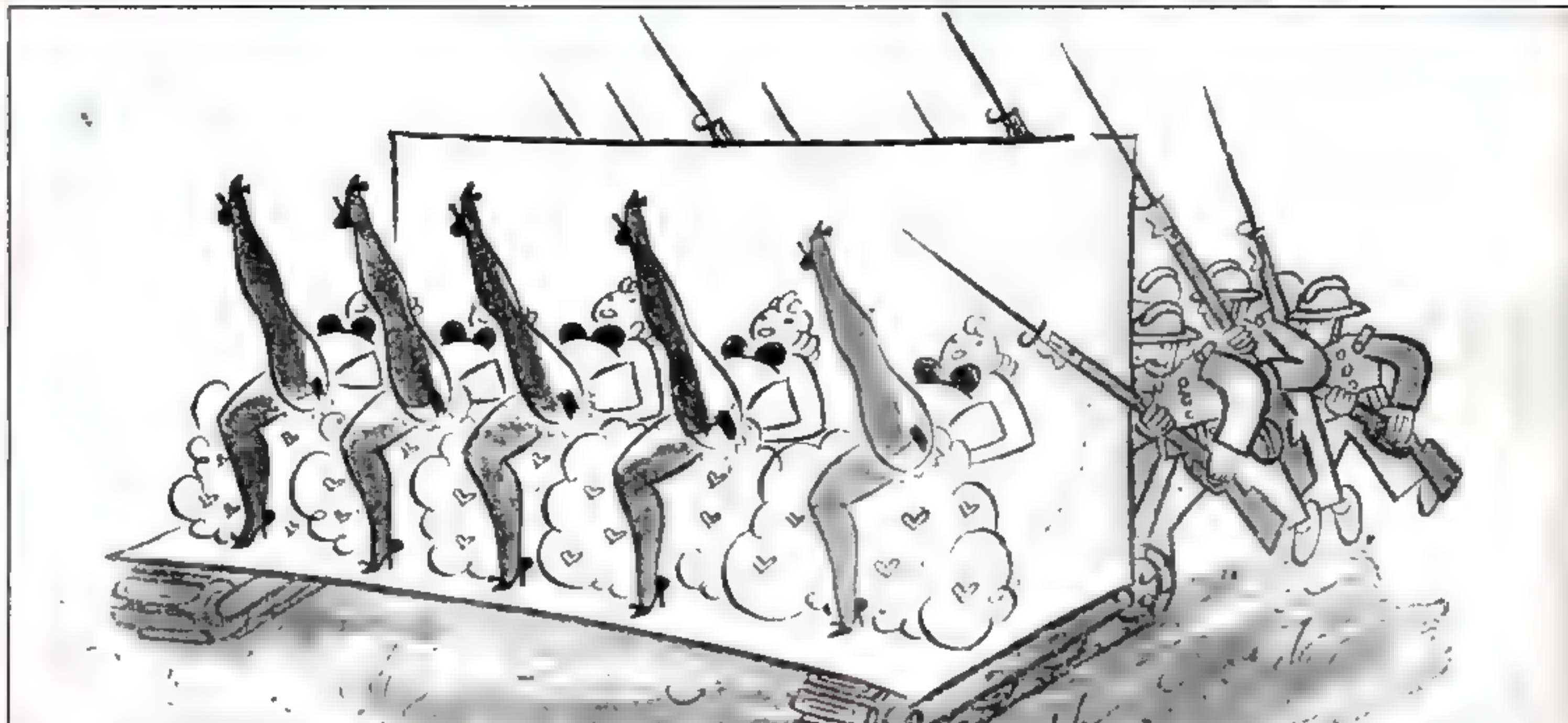
**2. "LOOK HOW** the right linoleum points up the smartness of this exquisite bathroom," says Lyle Wheeler. "I used Pabco's "Whitest White" Marbled Squares, No. 2003. Feature strip, dressing table, and cabinet surfaces are Pabco's Jade Green No. 111."

**PABCO**  **LINOLEUM**

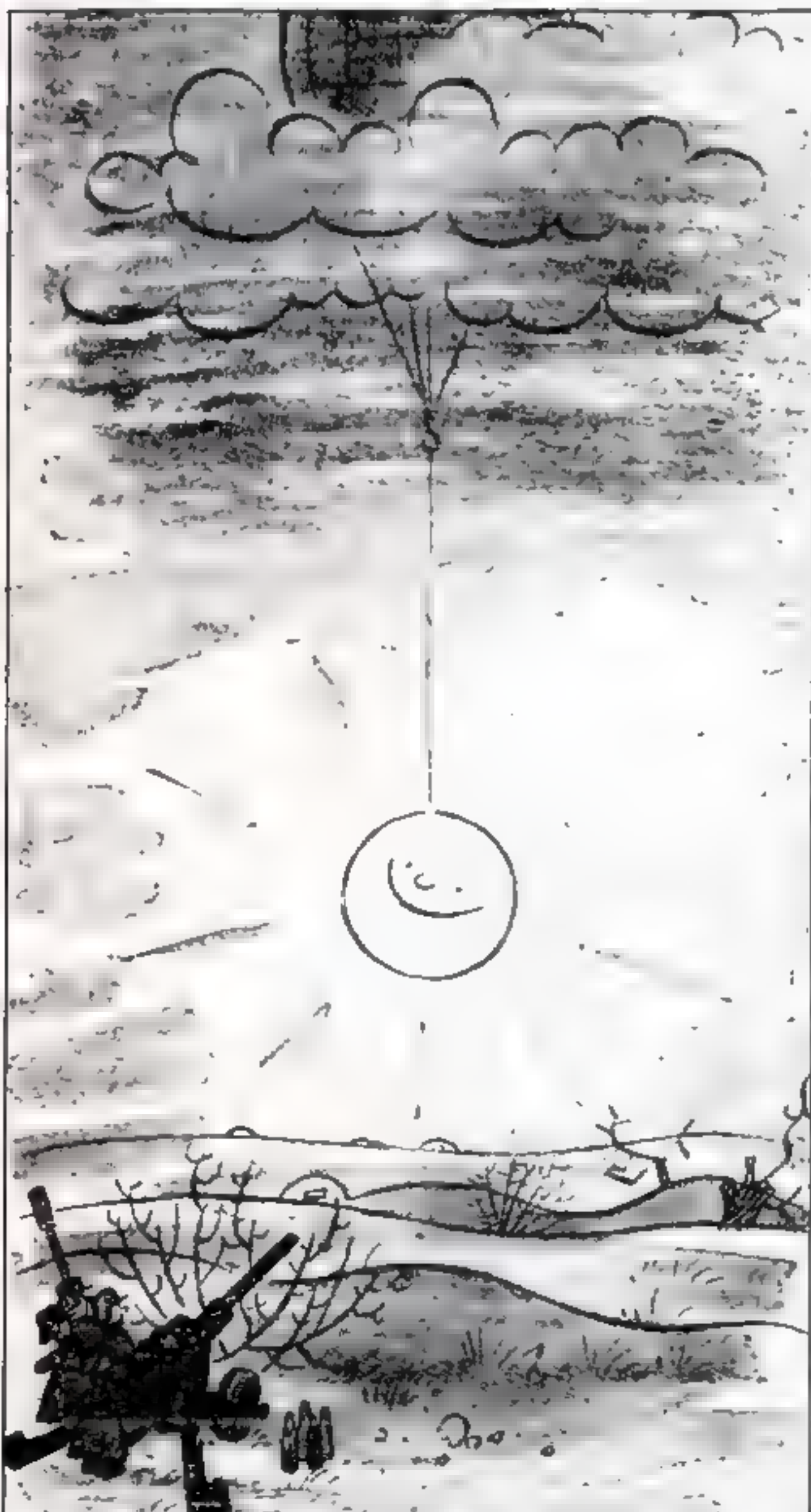
**LUXURY FLOORS  
AT REGULAR  
LINOLEUM PRICES**

The Paraffine Companies, Inc., New York, Chicago, San Francisco, Makers, also, of Pabco "Stainless Sheen" Floor Coverings





SUGGESTS THE GERMAN CAPTION: "FRENCH INFANTRY ADVANCES ACROSS NO MAN'S LAND IN THE SHELTER OF A NEWFANGLED 'GIRL TANK' TO DISTRACT THE GERMANS"



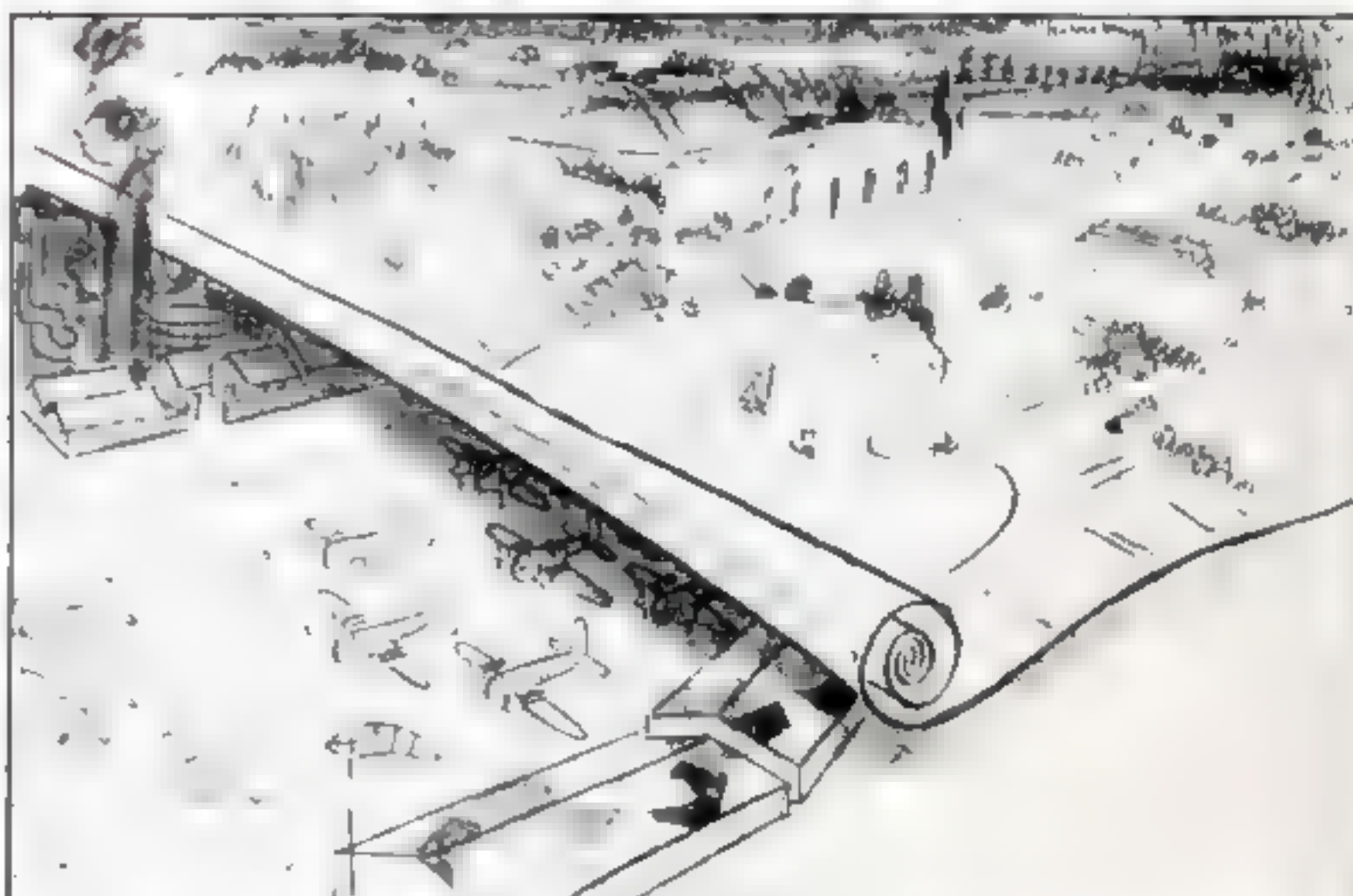
"FRENCH SEND UP ARTIFICIAL SUN BY BALLOON. CONFUSE THE GERMANS"

## SATIRIC GERMAN ARTISTS TELL THE ALLIES HOW THEY CAN WIN THE WAR

A gleam of pure comedy has lately shone out of the gloomy and brutal mass of German war cartoons. Most wartime wit in the Third Reich is devoted to showing the British as fat, greedy despoilers, riding the Apocalypse, or to pointing out the convenient coincidence that Winston Churchill's initials are the same as the European word for toilet (W. C.). But on this and the following pages two German cartoonists, Hans Kossatz and Gerhard Brinkmann (G. Bri), just have fun with the war. Their satire is the more pointed for not being angry.

The cartoons on this page were inspired in Kossatz by a report that a French deputy had suggested that the French Army catapult soldiers and tanks into Germany from huge cannon. Kossatz' additional suggestions to the French high command were published in the *Berlin Illustrierte Zeitung*. By the brilliant notion at left, he says, the French can induce the Germans, who expect the sun always to rise behind them, to fire into their own ranks. The device below would solve at one stroke the whole problem of air defense. Kossatz's colleague, Brinkmann (see p. 54), works on the idea that the British Empire is coasting down to destruction anyway.

Kossatz and Brinkmann are respectively 39 and 27 and neither is a Nazi. Tall, shy Kossatz is a teetotaler. Brinkmann, whose wife made him turn vegetarian, collects wooden toys and live fish, hates the British, likes Americans.



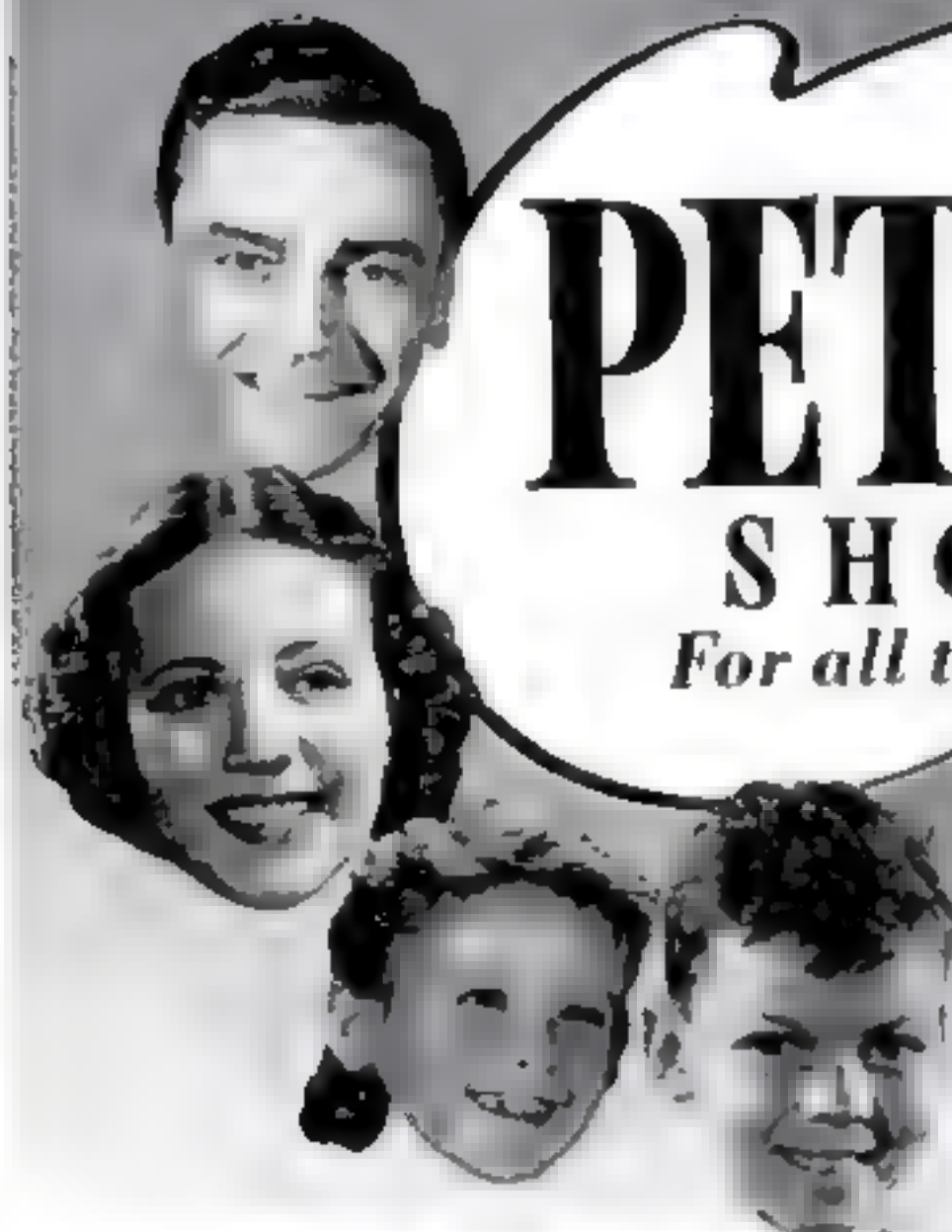
"A MAP MUST BE SPREAD OVER ALL FRANCE, TO DECEIVE GERMAN RECONNAISSANCE FLIERS"



Millions Choose

# PETERS SHOES

For all the family



Grown-ups, Children Wear and Prefer These Famous Shoes All Thru Life

GENERATION after generation of American families have discovered that feature for feature Peters Shoes are unexcelled. Every step tells you Peters Shoes are more comfortable, longer wearing, every admiring glance tells you they have more style. Every pair you purchase tells you they're easier on your pocketbook.

Why not join the ever-growing army of millions who know and wear Peters Shoes? See for yourself their finer styling, better value. Visit your nearest dealer today and find out why millions wear Peters Shoes to school . . . to work . . . to parties . . . in fact, all through life.

**\$2.95 to \$4.95**

For the name of your nearest dealer write:  
Peters Shoe Company, Division: International Shoe Company, Saint Louis, Missouri.



JOHNSON White leather antique finish. Smart for summer. High rubber heel.



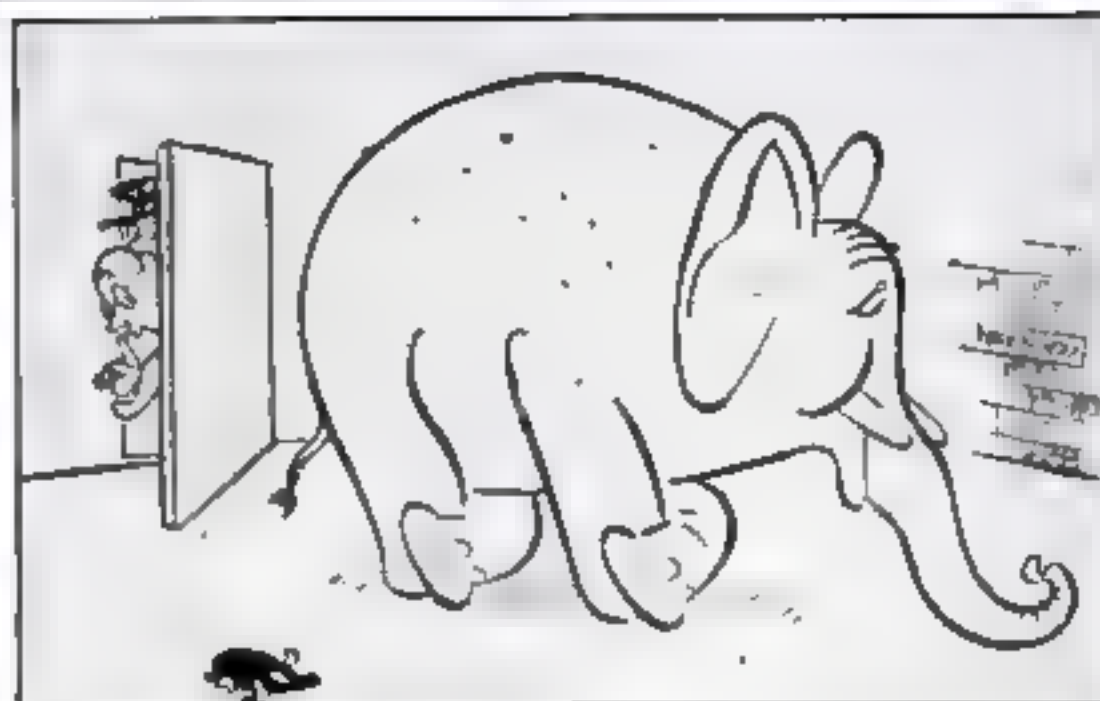
MELBORE Black patent leather shoe. Last pump with slender high pyramid heel.



NORWICK White suede leather pump with alligator print trim. Pyramid heel.

<p><b>THREE FAMOUS MEMBERS OF THE PETERS FAMILY</b></p>	<p><b>Velvet Slip</b></p> <p><b>CARLIN</b> White crushed kid gliding toe with open toe. Smart for summer wear. Pyramid heel. \$5 to \$6</p>	<p><b>Weather-Bird</b></p> <p><b>LANBY</b> White calf oxford, side-heel, toe strap, leather top heel. Girls. Children. Misses sizes. \$2.95 to \$4.85</p>	<p><b>CITY CLUB</b></p> <p><b>BRISBADA</b> Men's warm-up shoe. Oxford of natural Goatskin in all-over finish. High rubber heel. \$5 to \$7.50</p>
---	---	---	---

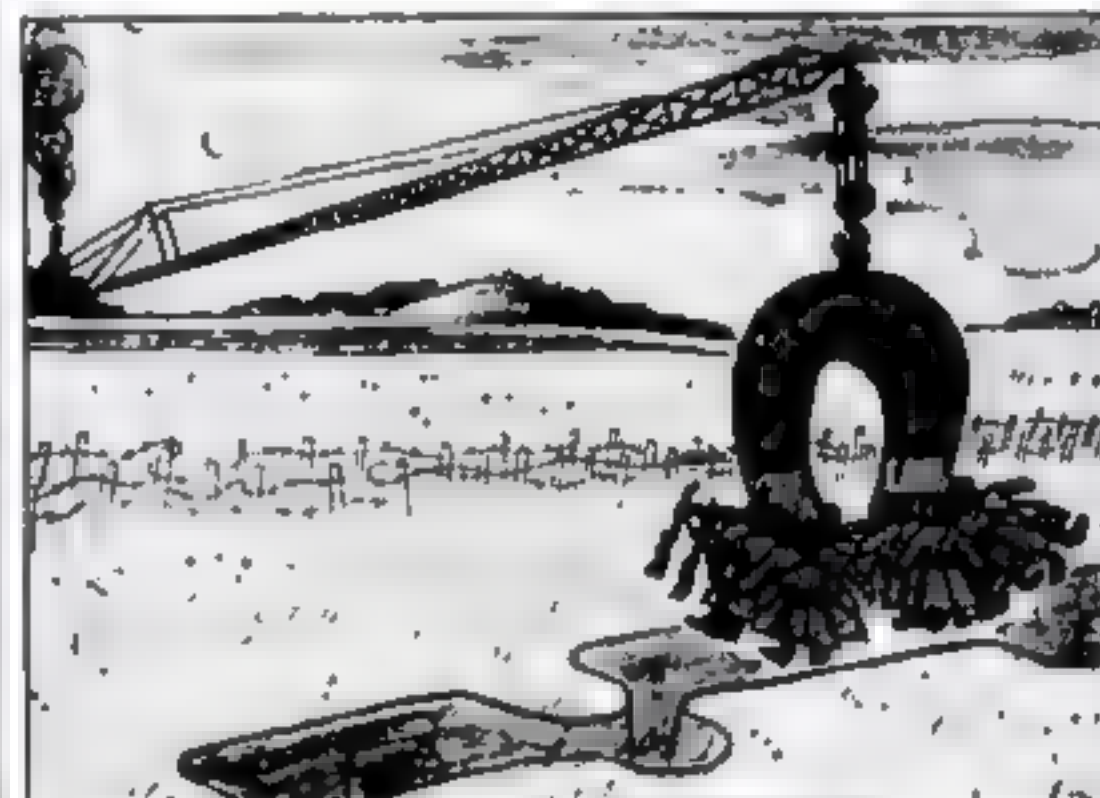
PETERS SHOE COMPANY, DIVISION: INTERNATIONAL SHOE COMPANY, SAINT LOUIS



"Giant moles," suggests German cartoonist, "can be bred by mating moles with elephants, to undermine front line." The elephant is shy.



"Airplanes must be better camouflaged," says Berlin *Illustrierte Zeitung*. This one is disguised as something resembling the fabulous ruyi.



"Magnetic crane can lift the soldiers out of their positions by their steel helmets," dipping right into the German trenches for its load.



Trained parrots scream "Zurück marsch marsch!" (To the rear, march!) at obedient German soldiers, thus breaking up the German advance.



## Trout Fishing De Luxe— we went in a Mercury



Bill Telephoned from Camp that the big ones were rising. Six wanted to go—so we took my new Mercury 8. That smooth-cruising car makes every mile a pleasure! Even on the old logging trail into the woods, the stabilized-ride construction smoothed out a lot of the roughness. The Mercury stepped right over the mud-holes and thank-you-ma'ams!

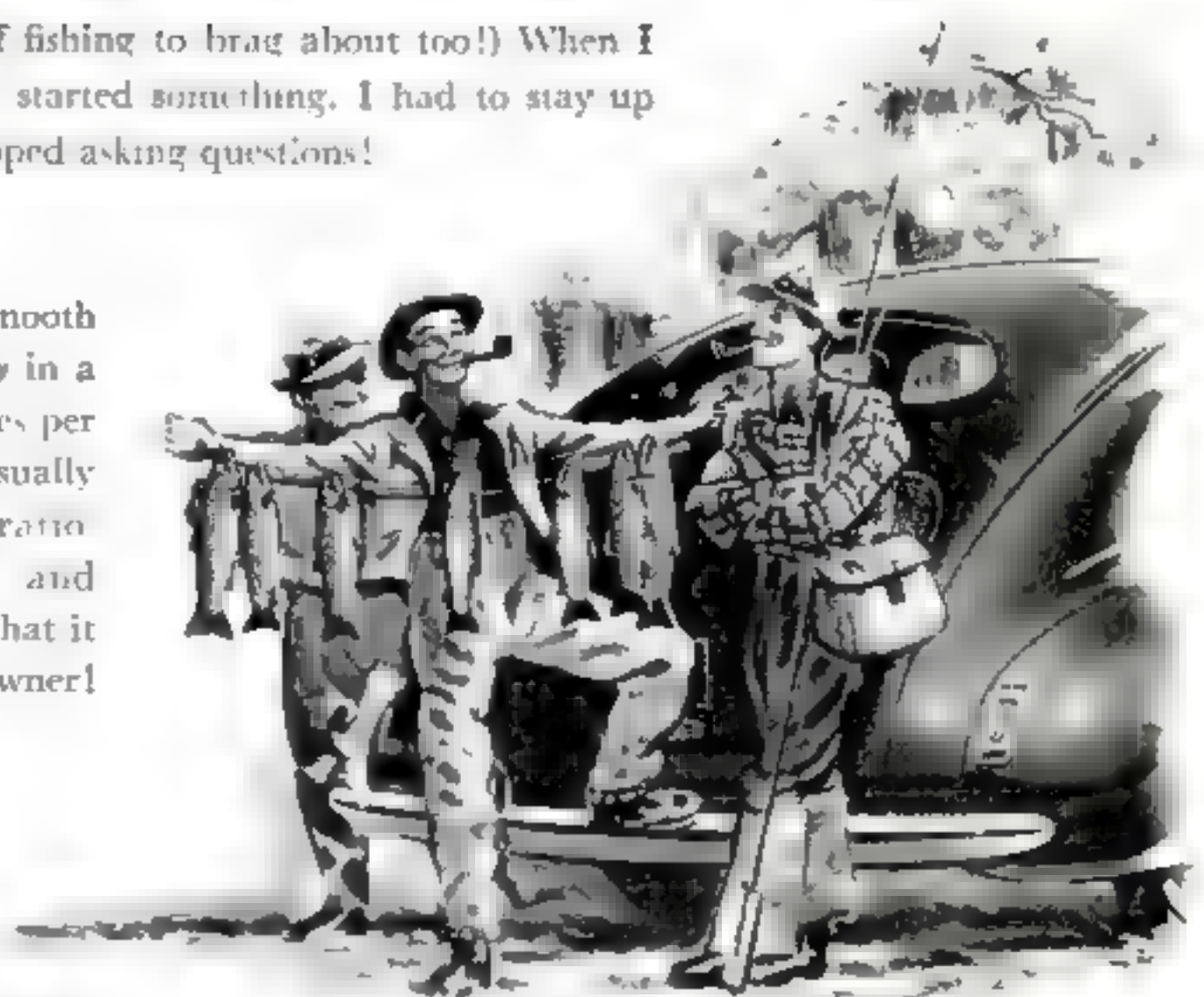


That Night, for Once, the talk turned from fishing to automobiles. (We had plenty of fishing to brag about too!) When I casually mentioned my Mercury's price and the gas mileage I'd been getting, I started something. I had to stay up half the night showing them the car's fine points with a flashlight, before they stopped asking questions!

Look for surprises when you get your hands on the wheel of a big, light-footed Mercury 8. It's the car that won success on *new ideas!* Wide-flaring streamlines make seats inches wider . . . a special stabilized-ride construction that cancels "sway" and makes all roads better roads . . . a new 95-hp



V-type, 8-cylinder engine, satin-smooth and powerful . . . and honest *economy* in a *big car!* Owners report up to 20 miles per gallon of gas—one result of an unusually efficient, high power-to-weight ratio. Slip behind the wheel and drive this great car—see what it means to be a Mercury owner!



# Mercury 8

Built by the Ford Motor Company—distributed by Mercury, Lincoln-Zephyr and Ford dealers



# You wouldn't drive a 1902 car



## But do you shave with a razor JUST AS OUT OF DATE?

**THE GREATEST  
IMPROVEMENTS IN  
SAFETY RAZOR DESIGN  
IN MORE THAN  
35 YEARS ARE FOUND  
IN THE SCHICK  
INJECTOR RAZOR.**

The first successful safety razors came on the scene about 1900—40 years ago. Since that time few really important advancements were made in razor design until the invention of the Schick magazine-type razor. Improvements in that product resulted in the Schick Injector Razor. Already, more than 3,000,000 men have switched to this up-to-date shaving instrument.



The "POPULARITY" KIT

\$1.00

Smart, pigskin-grain case contains Schick Injector Razor and Injector cartridge of 12 double-thick Schick Blades. 20-year razor guarantee stamped in bottom of every Kit. Magazine Repeating Razor Company, Bridgeport, Conn. and Niagara Falls, Ont.

Same prices now prevail in Canada



**1. Blade Corner Guards**... among the most important razor innovations in this industry are Schick Injector's corner guards which shield your face against nicks and scratches from sharp blade corners.



**2. Solid Guide Bar**... Schick Injector possesses a "toothless" guide bar to control skin "action" in front of blade edge, avoids nicks, scratches by flattening skin. You can even shave against the grain.



**3. Shaving Angle**... With the Schick Injector, the angle between the blade and face is the smallest of any popular razor. Just right for the average man's whiskers.



**4. Compact Head**... Schick Injector also has the smallest head of any popular razor. Half as deep, but shaves just as wide an area; gets into hard to shave spots with ease.



**5. Double Thick Blades**... Schick Blades are just as long and twice as thick as ordinary blades—3 times thicker than thin ones. They are able to take a really thorough sharpening at the factory!



**6. Oil-Sealed Blades**... Schick Blades are sealed in this metal Injector cartridge in a bath of oil. Keen edges suspended in space. Nothing can rub or dull them. You buy blades 20 or 12 at a time.

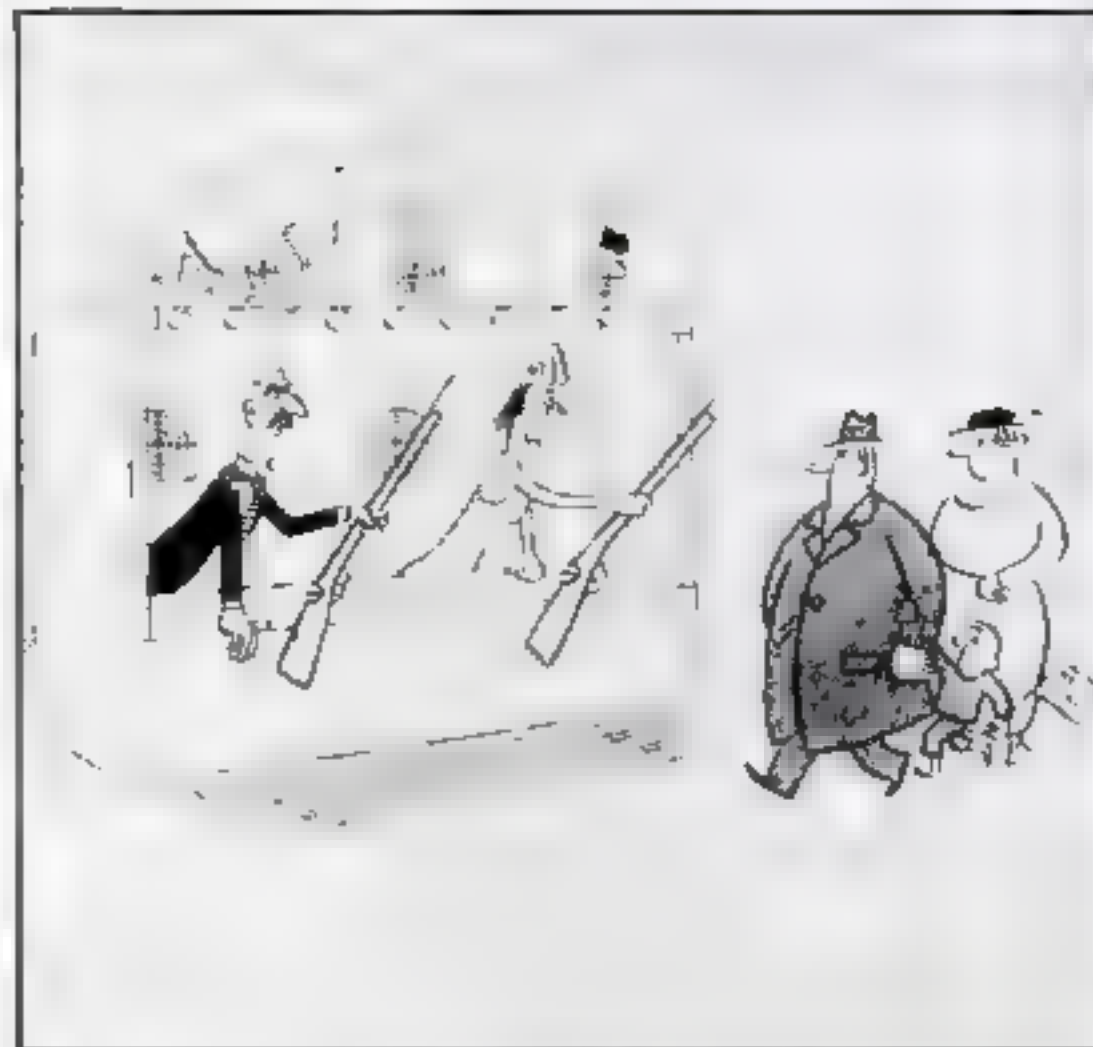


**7. Automatic Blade Change**... A pull and push on Injector shoots out old blade, slides in fresh one instantly. Nothing to take apart. Nothing to reassemble.

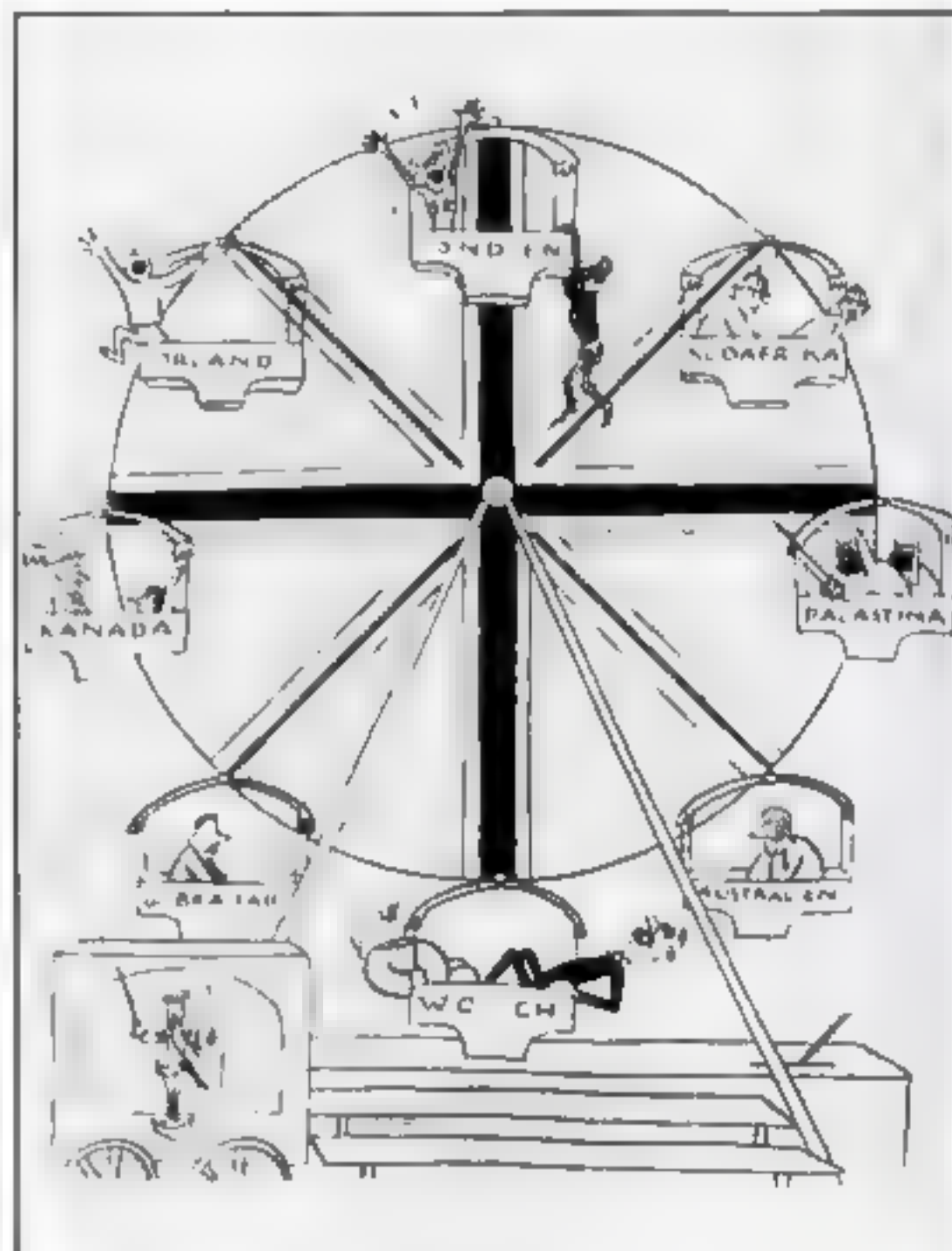


**8. Instant Cleaning**... Nothing to take apart when you clean this razor. A quick flush under faucet does trick. No "teeth" to clog up. No wiping necessary.

**Fast becoming America's most popular razor!**



To neutral nations, Mr. Chamberlain and France as shooting-gallery proprietors offer guns. Old targets at top are Hindu, Boer and Arab.



On the Ferris wheel, India, at top, wants to get out of British Empire while Ireland squawks loudly, Canada and Australia look glum.



British Empire is a roller-coaster car, as conceived by Brinkmann. Says Chamberlain: "Jump on, Winston. It goes downhill by itself."



# 50 YEARS A FAVORITE!

**Doubly delicious because it's  
FLAVOR-AGED**



Since the gay 90's, Clicquot Club has added gaiety to gatherings all over America. In clubs, at banquets, around family firesides it has brought cheer and won cheers for its inimitable taste. . . . No other ginger ale is like Clicquot Club. Flavor-aging gives it a goodness all its own, different, delicious. High carbonation gives it long life. Its bubbles do a dervish dance until each glass is drained. When you select ginger ale, let the famous Eskimo trade-mark be your buying guide. The same for sparkling water (soda). Use Clicquot Club!

## ***It's flavor-aged***



The flavor ingredients of Clicquot Club Ginger Ale choose Jamaica ginger and fine flavorings for its rare, no equal are blended and allowed to age at least six months before water and sugar are added. The result is a uniform taste of wonderful richness and balance. Try it!

## ***Bonded carbonation***



makes Clicquot Club Sparkling Water (Soda) a splendid mixer. Clicquot's method of regulating carbonation assures complete freedom of tiny bubbles in this pure, crystalline water. That's why Clicquot Club Sparkling Water (Soda) keeps a drink fresh and lively to the last sip.

# Clicquot Club

PALE DRY GINGER ALE... GOLDEN GINGER ALE... SPARKLING WATER (SODA)



# “Fill Up...It’s



CHANGE TO MOBIL OIL for the hot, hard driving ahead!

Get your Mobilgas Dealer's complete summer  
protection, too, for gears, chassis, radiator...enjoy a safe,  
sweet-running car. Turn in at the Sign of Friendly Service!



# Springtime"



**CHANGE  
NOW!**

Drain and Refill  
with Mobiloil

LET THOSE HUNGRY LITTLE BIRDS remind you, "Fill up *now* with Mobiloil"—get ready for summer driving! Your winter oil may be thinned down from choking. It may be dirty, gritty. Better get rid of it...*quick*.

You need fresh, clean Mobiloil that resists the squeezing, burning, churning of your precision-fitted engine. You need its freedom from dangerous sludge and carbon-forming elements. You need it for "Balanced Protection"!

Drive in at the Mobiloil Sign...Fill up!—*It's Springtime.*

SOCONY-VACUUM OIL COMPANY, INCORPORATED  
AND AFFILIATES - Magnolia Petroleum Co.—General Petroleum Corp. of Calif.

## HERE'S WHY MOBILOIL GIVES YOU

### *Balanced Protection*

**1.** Retards wear. Flows fast at starting temperature—resists dangerous thinning under heat—coats friction surfaces with a tough oil film.

**2.** Resists formation of sludge. Mobiloil is distilled, refined, dewaxed, and filtered—purged of

sludging, clogging impurities.

**3.** Reduces wasteful "oil drag." Guards against sluggish engine performance—helps you save on gasoline.

**4.** Resists carbon formation, valve burning, or "pinging" by removal of unstable elements.





## Their Hero Arrives on the Next Bus

**T**hinks of himself as Daddy — just a fellow like millions of others making the most of every day...working with a purpose and then relaxing to live with his family and friends. His age? He feels so young that the years don't matter. He's the best playmate his wife and youngsters ever had. And why not? No setting sun sees him bringing home the cares

of the day. No rising sun fails to find him refreshed and eager to greet the new day. \* \* \*

*Advice to Wives:* One of Home's greatest charms for Daddy is the icebox — especially when well stocked with Budweiser and other good things. It gives the busy man-about-town the urge to be a gracious man-about-home.

*Live Life...Every Golden Minute of it...Enjoy Budweiser...Every Golden Drop of it*

**ANHEUSER-  
BUSCH**  
Makers of the  
World-Famous Beer

# Budweiser

TRADE MARK REG. U. S. PAT. OFF.

*A Beverage of Moderation*



TRADE MARK OF  
ANHEUSER-BUSCH, INC.  
ST. LOUIS, MO. U. S. A.

### MAKE THIS TEST

DRINK BUDWEISER FOR FIVE DAYS. ON THE  
SIXTH DAY TRY TO DRINK A SWEET BEER. YOU  
WILL WANT BUDWEISER'S FLAVOR THEREAFTER.



COPY, 1940 ANHEUSER-BUSCH, INC., BY LOU S. MO



## MOVIE OF THE WEEK:

### *Irene*

#### Anna Neagle revives an old-fashioned musical

Ten years ago, when the talkies were new, musicals dominated the screen. Recall the freshness of *Sunny Side Up* (1929), the dazzle of *Broadway Melody* (1929) and *52nd Street* (1933), the smartness of *Gay Divorcee* (1934) and *Top Hat* (1935). Then musicals fell somewhat into disfavor.

Herbert Wilcox's *Irene* seeks to revive them. Made by a British director with a British star, photographed with handsome settings and lovely gowns in Technicolor, it may well start a new trend. For *Irene*, based on the first of the great romantic musicals that swept Broadway after the World War, is an old-fashioned Cinderella story, frankly sweet, sentimental and nostalgic. Biggest surprise in it is Anna Neagle, who here abandons elderly character parts, emerges as a radiantly beautiful woman with red hair and blue eyes who sings well and dances gracefully to such tuneful old songs as *Castle of Dreams* and *Here Blue Moon* (John

LYRICS © LEO FELST, INC.



IN MY SWEET LITTLE ALICE BLUE GOWN



WHEN I FIRST WANDERED DOWN INTO TOWN



I WAS BOTH PROUD AND SHY, AS I FELT EVERY EYE



BUT IN EVERY SHOP WINDOW I'D PRIMP PASSING BY



THEN IN MANNER OF FASHION I'D FROWN



AND THE WORLD SEEMED TO SMILE ALL AROUND



TILL IT WILTED I WORE IT, I'LL ALWAYS ADORE IT



MY SWEET LITTLE ALICE BLUE GOWN

CONTINUED



"Your idea, Henry? I was the one who suggested changing to a Servel Electrolux!"



... because it freezes silently with

**NO MOVING PARTS !**

• Yes . . . more and more families every year are replacing other-type refrigerators with the *only* automatic refrigerator whose freezing system has *nothing* to cause noise, *nothing* to wear. See Servel Electrolux at your gas company or local dealer's showroom.



★ To Sound Test, make a simple paper cone, tight-fitted where you grasp your pencil. Write—and listen!

A pencil was a pencil... until he listened to a MONGOL

No difference! They were all "No. 2" pencils to him. But what a surprise when he tried the MONGOL Sound Test! The MONGOL with the new Com-plastic Lead wrote with a soft, putting

sound; the nondescript cheap pencils rasped with gritty harshness. Then he realized he'd been wearing MONGOL points down to the wood, but had to resharpen the cheap pencils as soon as they were slightly blunted—they were hard to push. Between time loss and the waste of 3, 5 or 6 extra sharpenings, cheap pencils cost more than buying MONGOLS in the first place . . . For true economy say MONGOL to your Stationer.



**EBERHARD FABER**

*Fine Writing Materials Since 1849*

"Irene" (continued)

## ANNA NEAGLE, ONCE A CHORUS GIRL, IS FIRST LADY OF BRITISH SCREEN

To Americans Anna Neagle is known as the elderly Queen in *Victoria The Great* (1937) and the severe nurse in *Edith Cavell* (1939). But to Britons she is a more glamorous figure.

Daughter of a captain of the British Merchant Marine, Anna Neagle began her career as a gym teacher who won a dancing contest and became a \$15-a-week chorus girl in *Charlot's Revue*. Brought to the U. S. by C. B. Cochran, the Ziegfeld of Great Britain, the timid little chorus girl became ambitious, mastered tap dancing, returned to London for a stellar role with Jack Buchanan, England's top musical-comedy idol. No one was more surprised than simple, modest Anna Neagle when, after a difficult tryout in the provinces, she became a queen of the London musical stage.

Here Herbert Wilcox saw her, cast her in musical pictures, made her a screen star. Even so, British aristocrats were stunned when he announced that the ex-chorus girl was to play Queen Victoria in the first film ever made of that great monarch's life. On it, both of them worked 16 and 17 hours a day. Into it, she sank her lifetime savings. And when a Leicester Square audience in top hats and sables rose to cheer it (Sept. 16, 1937) as the "biggest event since the coronation," Anna Neagle was established as the first lady of the British screen. Now in *Irene*, her second U. S. movie, her 14th under Wilcox's direction, she returns, for new worlds to conquer, to the gay musical roles of her theatrical novitiate.



"Best-dressed woman on the international screen" was praise voted Anna Neagle by leading U. S. designers of the Fashion Academy, meeting in New York, March 23.





Queen Victoria, from youthful coronation to widowed old age, was portrayed by Anna Neagle in a movie biography that established her as a gifted emotional actress.

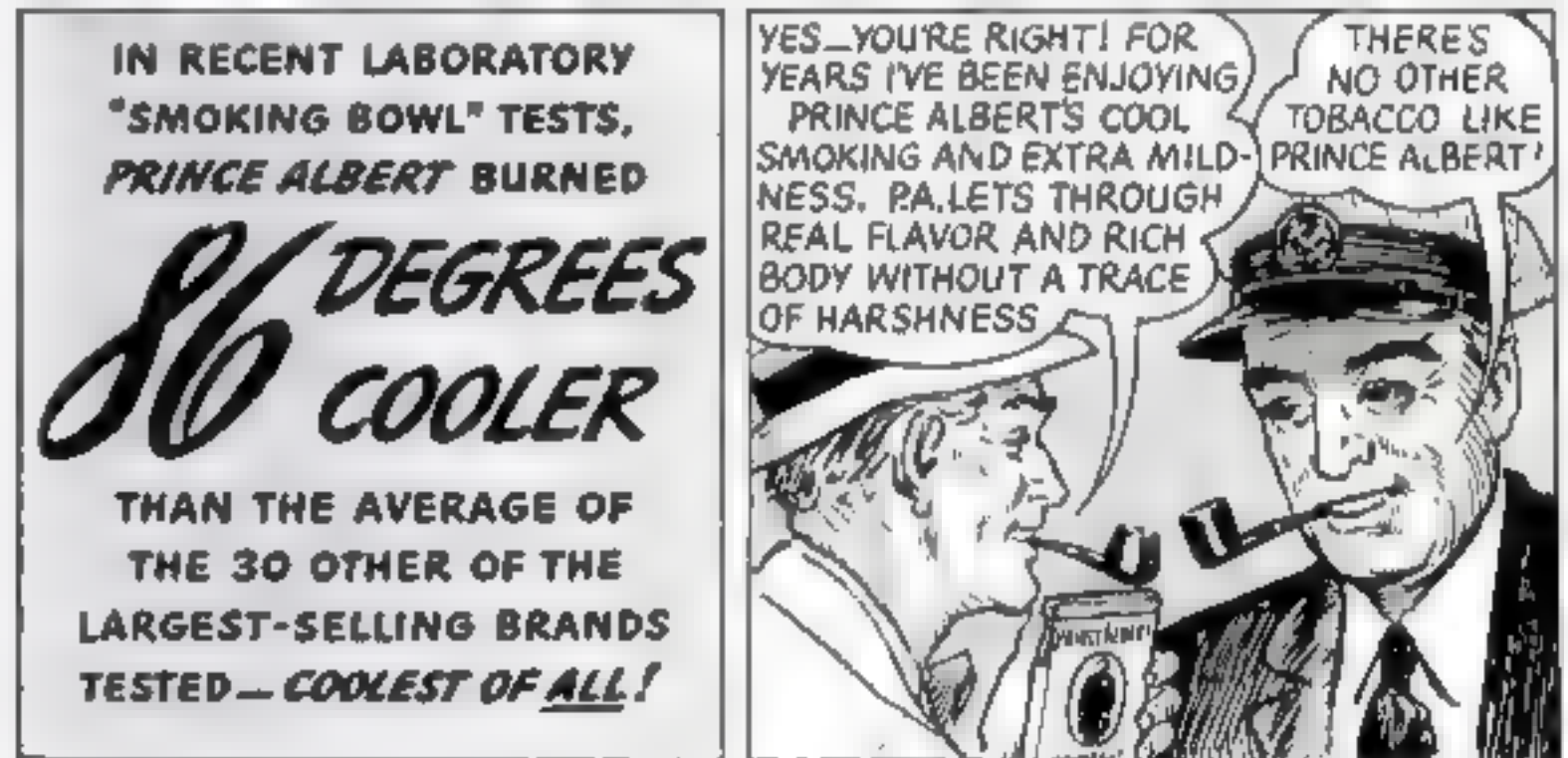


Neil Gwyn was another character part played by Anna Neagle under direction of Herbert Wilcox, who made audiences forget she had once been a musical comedienne.



Edith Cavell, British nurse who died in 1915 before a German firing squad for helping Allied prisoners escape, was Anna Neagle's most heroic screen characterization.

## OL' JUDGE ROBBINS



Cope, 1940, R. J. Reynolds Tobacco Co., Winston Salem, N. C.

# MOVE OVER

into the circle of modern smoking joy

TONGUE-BITE DAYS ARE OVER FOR PRINCE ALBERT FANS. P.A. IS NO-BITE TREATED— **EXTRA MILD!**

GET ONTO P.A.'S CHOICE TOBACCOS. THEY SMOKE **MELLOWER, SMOOTHER, TASTIER!**

FAST ROLLING IS A PRINCE ALBERT SPECIALTY, TOO. **NO SPILLING, NO BUNCHING, PLENTY OF GOOD, RICH BODY!**

# PRINCE ALBERT

THE NATIONAL JOY SMOKE





Robert Philipp poses before his recently finished life-sized nude, *Jorily*. *Jorily* comes from New Orleans and is now

singing in a New York night club. She is one of the few brunette models Philipp ever hired. Most are blondes.

*Philipp*

## NOTED FOR NUDES, PAINTER GOES TO HOLLYWOOD TO PORTRAY STARS

As a boy Robert Philipp lived in a world of musical comedies. His father and his uncle, working as a team, wrote and produced dozens of such hits as *Alma*, *Where Do You Live?* and *The Midnight Girl*. Philipp's painting today, with its gay scenes and lovely girls, shows the influence of this pleasant background. Almost any one of his powdery nudes looks as if she were ready to slip into costume and appear before the footlights to sing a sentimental song.

Philipp's sixth one-man show has just closed at New York's Grand Central Art Galleries, and he is planning to exhibit his latest paintings this summer in Los Angeles. Critics still compare him to Renoir but they see an increasing austerity. Two years ago Philipp's painting of a funeral took the only prize won by an American at the Carnegie show. His more recent picture, *Derelicts* (see p. 64), is further evidence of his ability to handle a sober, dramatic theme. For all his hazy impressionism, Philipp draws solidly and well. Henry McBride, a leading art critic, hails him as one of America's six best painters.

When Philipp was in his early twenties, he decided to be a musical-comedy singer and had a small part in a road company of *The Student Prince*. But in painting he found more satisfaction and just as much gaiety.

Robert Philipp is 6 ft. tall. With his tiny wife, Rochelle, whom he has included in over 200 pictures, he lives in a New York penthouse (see p. 65). Next month they are driving to the Coast, where Philipp has commissions to paint movie stars. His wife says that she dreads the trip because Robert drives very fast and never wants to stop. But she knows that they will feel at home in Hollywood.



Margaret Sullivan, movie star, was painted by Philipp last summer. In a terrific California heat wave, she posed in blouse shown here but kept cool below wearing shorts.



Margaret Sullivan's daughter, Brooke Hayward, made a racket in front of her mother when sitting for this portrait. But when her mother left the room, 2-year-old Brooke posed quietly like a lady.





## LETTY

"I don't like my paintings to look too human. Then you miss other things," said Robert Philipp, discussing this portrait of a model. He began it last sum-

mer when she struck this casual pose while resting between sketches. Philipp nudes look like Renoir nudes, except that Philipp cares less for pink paint.





### DERELICTS

Years ago in a Greenwich Village cafe, Philipp saw a drunken friend weeping on the table over his failure to be a good artist.

Later Philipp painted this scene from memory, used a model for the woman, added for background a gray wall of despair.

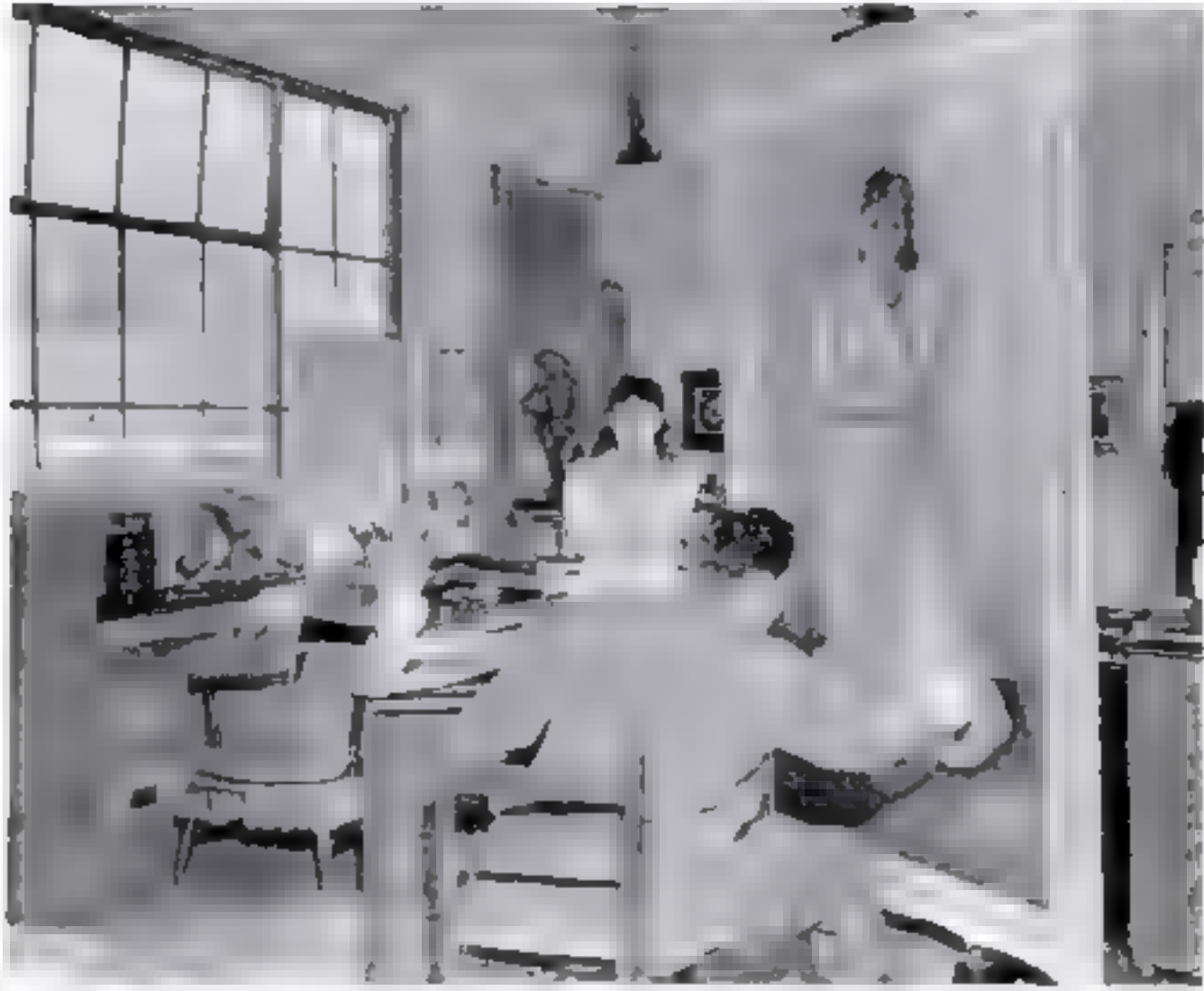
### MY WIFE AND I

To commemorate his second marriage, Philipp did this study of his wife and himselfolling over coffee and beer. Everything

about this scene, its rose-blue color scheme, its easy grace, suggests summer and conjugal peace. Background is Connecticut.







In his studio penthouse, Philipp is finishing his latest work called *Rochelle Philipp (My Wife)*. Says his wife, who is posing: "I'm a terrible model. I rest every minute."



For fun, Robert Philipp makes little statues like this out of clay. Metal pipe supports the statue from behind while it is being modeled over a heavy wire skeleton.



After day's work, Philipp has tea with his wife "Shelley," in her adjoining studio. She plays the piano and writes songs, which her husband sings in a rousing tenor.

## Hearts and Flowers for Debs who take this Woodbury Facial Cocktail



She's clear as a willow. Her clear skin glows green even. The Crystal Room of New York's fashionable Ritz Hotel was the setting of her recent debut. Says Joan, "It's easy to have clear skin with Woodbury."

says

*Cholly Knickerbocker*

NOTED SOCIETY COMMENTATOR



Life's a whirl for lovely Joan. But before every date she revives her tired skin with a refreshing Woodbury Facial Cocktail.

"Whenever lovely debutantes enter a room, you'll hear men breathe 'ohs' and 'ahs'! How do the debs rate it? I think I know! They give their skins a beauty-arousing Facial Cocktail with Woodbury before every social engagement."



"A shabby skin is a menace to any girl's popularity. A brisk beauty cocktail with Woodbury chases away skin fatigue."



"I'm not one to let men's flattery turn my head. But when I get compliments, I can thank Woodbury Facial Soap!"

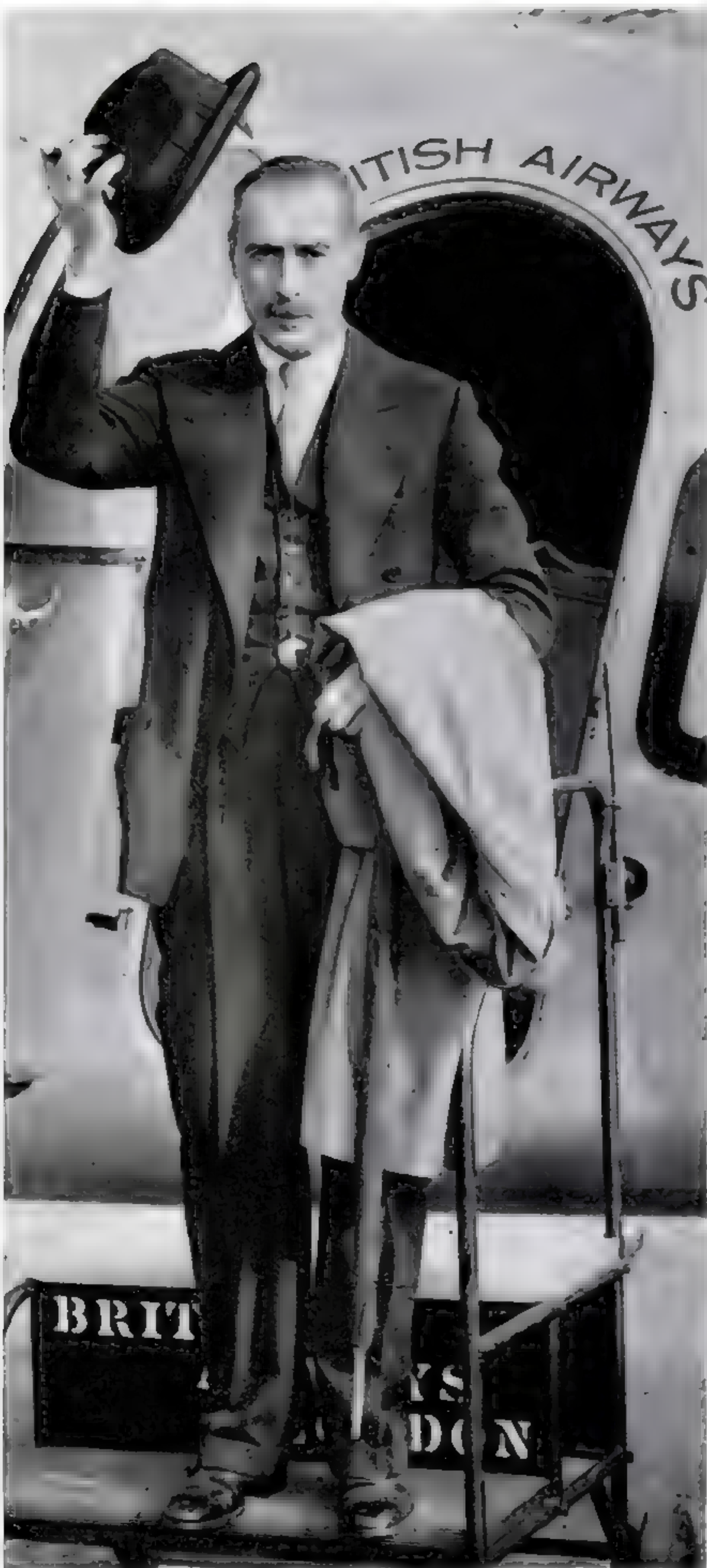
LOVELY debs are never guilty of dingy, fatigue-worn skin. Each day at 5 P. M. they take a Woodbury Facial Cocktail.

This thorough skin-cleansing with Woodbury Facial Soap leaves behind no trace of dirt or weariness. This beauty soap now brings a skin-invigorating Vitamin to help lift up your skin's vitality. Gladden your complexion with a Woodbury Facial Cocktail. Start today!

"FOR THE SKIN YOU LOVE TO TOUCH"







"I'll need all the luck I can get," said Henderson as he waved goodbye in London on Aug. 28, 1939, and flew back to Berlin with a final British offer to help

initiate direct discussions between Germany and Poland. He saw Hitler that evening but an account of this interview was kept out of the German *White Book*.

# LIFE PRESENTS PART THREE FAILURE OF

by THE RIGHT HONORABLE

*Failure of a Mission*, destined to be the first historic memoirs of the current war, is a brilliant and authoritative story of behind-the-scenes activities in Germany written by England's last ambassador to Berlin. The Book-of-the-Month Club's May selection, it is making its first U. S. appearance in abridged form in LIFE.

In previous installments, Sir Neville Henderson gave an account—the first yet supplied by a participant—of the famous Godesberg, Berchtesgaden and Munich conferences and revealed the diplomatic background of Hitler's conquest of Czechoslovakia, which made the war inevitable. In the third and concluding installment herewith, his dramatic narrative continues from the sudden signing of the Nazi-Soviet pact to the preparation and immediate start of hostilities.

© 1941 BY SIR NEVILLE HENDERSON

By July the Russian negotiations had ceased to have for me even the superficial appearance of any reality, and I still believe that from the outset Moscow never meant them to terminate in agreement with us. Moscow had become the seat of an oriental despotism, and the ideological basis of the Soviet regime was now nothing but a sham and a delusion. Stalin's sole objective was to embroil Germany with the Western Powers and to make one or the other pull the chestnuts out of the fire for himself.

The moment at which Hitler began his own negotiations with Stalin must remain for the time being a matter for conjecture. But it can scarcely have been coincidence that in Hitler's speech of April 28th his usual hostile references to the U. S. S. R. were conspicuous by their absence; that on May 3rd Litvinov, the Russian protagonist of the League of Nations, was relieved of his post as Commissar for Foreign Affairs; and that a few weeks later a new Soviet Ambassador



WEARING A HAT AND CARRYING A MESSAGE FROM HITLER, HENDERSON



# OF WAR'S FIRST MEMOIRS

# A MISSION

SIR NEVILE HENDERSON

to Germany was received with marks of quite unusual courtesy. Why should it have been otherwise, since the British agreement with Poland had relieved Russia of all fear of German aggression against herself and, instead of being obliged any longer to consider her own safety, she could now afford to think only of her personal advantage? Peradventure, if England had been willing to traffic in the honor of neutral Baltic States, the end of our negotiations might have been different. Hitler was less scrupulous or maybe he was in turn duped by Stalin. It was important for Russia that the population of the Polish Ukraine, which was more Orthodox Russian than Catholic Polish, should be in Soviet hands rather than constitute a lure to German expansion via Poland. A fourth partition was always a possible eventuality; and, if Moscow could restore her influence in the Baltic States and raise a barrier in the Ukraine to the German *Drang nach Osten*, the Reich would be driven back toward the west again; and that was and must always be the supreme aim of Russian policy. These and other similar considerations cannot fail to have been constantly present in the mind of the ruler of the Kremlin. At the same time he personally admired Hitler, or at least his successes, and was quite ready to take a leaf out of his book and follow the example of his opportunism.

The ingredients for a formidable explosion were thus being gathered, and only lacked a spark to blow peace sky-high. In the full realization of this I decided, at the end of July, to seek for myself the opportunity of a personal meeting with Hitler. He was at Bayreuth at the time, attending the Wagner festival. Though absolutely unmusical, I like Wagner. I had twice attended the whole of the *Ring* in Berlin, and I used this as an excuse to pay a visit to Bayreuth

CONTINUED ON NEXT PAGE



On a last-minute visit to the German foreign office at 4 a. m., Sept. 3, Henderson was bid farewell by a German official (above). A few hours later Ribbentrop

gave him a long document "to prove . . . Britain alone . . . was to blame" and Henderson replied that history would "judge where the blame really lay."



ARRIVED AT NO. 16 DOWNING ST. ON AUG. 26 TO SEE CHAMBERLAIN



Henderson left Berlin with staff and pet dachshund Hippy on the morning of Sept. 4 on a special train. Although the train was delayed for some 18 hours,


"we were able to while the time away . . . as I had brought some bridge cards with me." They crossed the frontier into The Netherlands the next afternoon.





THAT HELPS EXPLAIN

## Why Sealright Milk Bottle Caps mean Better Protected Milk

This little Sealright Symbol  on milk bottle caps, and the Sealright Emblem which it represents, identify modern, extra-clean milk bottle caps, paper milk bottles, ice cream and cottage cheese containers—all made under Sealright's exacting sanitary control—as illustrated by the pictures below.



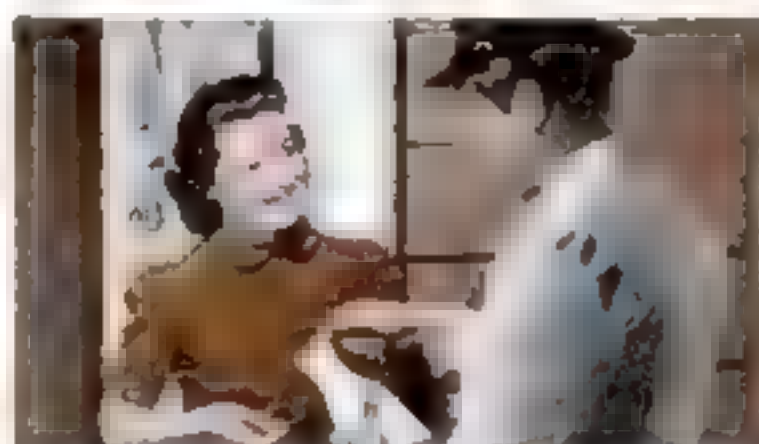
Extra Clean Bottle Caps demand extra clean paper—so Sealright makes its own special, highly sanitary paper, from pure, new spruce pulp, on equipment used for no other purpose.




Strict Laboratory Control insures the sanitation of Sealright caps and containers. Continuous tests by bacteriologists keep Sealright products hygienically clean and pure.



To Keep Pure Milk Pure, millions of Sealright caps are made daily under rules of absolute cleanliness. White clad workers, gleaming machines, everything immaculate.



Drink More Milk! Buy from dairies that give you Sealright Sanitary Service. Look for this  symbol on their bottle caps, or the Sealright Emblem in their advertising.



Entire contents of this advertisement copyright, 1940, by Sealright Co., Inc., Fulton, N. Y., Kansas City, Kan., Los Angeles, Calif., Peterborough, Ontario, Canada.



The Nazi-Soviet pact was signed in Moscow on Aug. 24 by Soviet Premier Molotov while German Foreign Minister von Ribbentrop (left) and Stalin looked on. With it a basic Nazi principle, "namely anti-communism, was . . . relegated to the scrap heap."

### FAILURE OF A MISSION (continued)

on the twenty-ninth of July. So far as my real objective was concerned it was a complete failure. I had car trouble on the way down; and, when I arrived there, I found that Hitler was away inspecting the Siegfried Line, accompanied by Ribbentrop—an ominous combination. He got back on the last afternoon of my visit, but I only saw him at a distance in the Opera House. The sole satisfaction that I got out of Bayreuth was to hear a marvelous performance of the *Valkyrie*, to see a few personal friends, and to make the acquaintance of the English wife of Siegfried Wagner.

The war atmosphere was spreading apace. France, too, was now mobilizing, and the country was united behind M. Daladier. England was also girding up her loins; and in the middle of July extra fleet exercises had been announced, extra ships were placed in commission, and some naval reservists were called up. The underlying idea was to convince Hitler of our readiness for war. It apparently failed to convince Ribbentrop, who to the last continued to assert that England would never fight.

### Hitler thought Ribbentrop a second Bismarck

By 1939 Hitler had become so great in his own esteem that he could afford to describe his Foreign Minister as the second Bismarck. He often said so to others, and no one was surer that it was so than Ribbentrop himself. But the world had yet to be persuaded that it was so, and for this a war was necessary. To insure war any means were legitimate. If he could persuade Hitler, who possibly needed little persuading, to go to extremes by representing England as afraid of war, all the better. Bismarck had provoked the 1870 war by falsifying the Ems telegram, and Ribbentrop's idea of emulating Bismarck was to give his Führer and his countrymen a false estimate of Britain's intentions. Was not his refusal to give me, at the eleventh hour, as will be recounted later, the text of the German proposals for a solution of the Danzig and Corridor problem a similar maneuver on what he regarded as Bismarckian lines? Was he not afraid lest war might be averted if these proposals were seriously discussed? I cannot say for certain, for the evidence is only circumstantial. But it may well have been so; and the only other alternative was a complete disregard of any other opinion except his own. Goering once said to me, "What you don't like in Ribbentrop is his tenacity (*zähe*)."<sup>1</sup> I told the Field Marshal that tenacity and stupidity were sometimes confused.

It is to be hoped that someday light will be thrown on the question as to whether Stalin from the beginning was in collusion with Hitler with a view to spinning out his negotiations with us until Germany was ready to strike or whether both Germany and ourselves were merely his catspaws. I incline to the latter view myself, but it is mere guesswork, and I am prejudiced. From the outset I regarded the Russian negotiations as something which had to be attempted, but which lacked all sense of realities. I never believed in any effective or altruistic assistance being afforded by the Russians to the Poles. The most that I hoped was that, if the U. S. S. R., however half-heartedly, joined the peace front, Hitler would regard discretion as the better part of valor and come down on the side of peaceful discussion. But I always believed that Moscow's chief aim was to embroil Germany and the Western Powers in a common ruin and to emerge as the *tertius gaudens* of the conflict between them. This was, up to August, similarly the professed view of all Germans from Hitler downward who commented on our Russian negotiations.



I raised this point with Hitler himself when I saw him at Berchtesgaden on August 23rd. Ribbentrop was at Moscow on that day engaged in signing the Russo-German Treaty, and Hitler expatiated to me triumphantly on the value and great advantages of the new alliance, which he said was definite and permanent. I reminded him of his previous attitude toward the Soviets; expressed the opinion that he might find Russia's friendship even more dangerous than her enmity; and added, speaking quite personally and on purely moral grounds, that, if an agreement had to be made with Moscow, for whom communism was now merely the cloak for intense nationalism and whose ulterior motives seemed to me highly suspicious, I had rather Germany make it than ourselves. Hitler was for a moment confused and taken aback. He retorted, however, that it was all our fault: it was we who had driven him into Russia's arms. But it was the answer of a man who was seeking to excuse himself.

[The Soviet-Nazi pact brought the crisis to a pitch. Henderson's narrative continues with the sudden announcement on Aug. 31 of Germany's final set of demands against Poland.—ED.]

#### A last attempt at negotiations is made

Early the next morning I obtained from another source in touch with Goering more definite, if unauthorized, details of the German proposals; and these I at once communicated through the Counselor of His Majesty's Embassy to the Polish Ambassador, who spent that morning on the telephone to Warsaw. It was M. Lipski's last chance to telephone; for, when evening came, the German Government saw to it that that and all other methods of communication with the Polish Government were denied to him. His Majesty's Government, too, were using all their influence at Warsaw; and about the middle of the day I transmitted to the Ministry for Foreign Affairs a further message from His Majesty's Government to the German Government notifying them that the Polish Government were taking steps to establish contact with them through the Polish Ambassador at Berlin and asking them to agree to an immediate provisional *modus vivendi* at Danzig, for which purpose M. Burckhardt was suggested as intermediary. To this communication I never received any reply. There was, however, a further delay of some twelve hours. The Polish Government had, it was announced, authorized their Ambassador to establish contact with Ribbentrop; and Hitler waited to learn what message M. Lipski would bring. The question, in fact, was whether his qualifications would be those of a plenipotentiary empowered by the Polish Government, in spite of its ignorance of the exact terms of the German proposals, to conduct and conclude negotiations or not. On no other terms was Hitler prepared to postpone action. His army was ready, and Poland must be taught a lesson. She must crawl or get her whipping.

During the day there had been much activity on the part of Field Marshal Goering. I think that Goering himself would have preferred a peaceful solution, but in matters such as these it was Hitler's decision which alone counted, and, whatever Goering might feel, he was merely the loyal and submissive servant of his master. Moreover, as I have already described, he had come down definitely on the side of peace a year before; and it might have been difficult for him to adopt this course a second time. He invited me, however, to come to see him that afternoon; and I did so at 5 P.M. in the company of Sir G. Ogilvie-Forbes. Inasmuch as I had heard that the text of the proposals which Ribbentrop had refused to give me was to be broadcast on the radio that evening, my first remark was to point out to the Field Marshal that this procedure would probably and finally wreck the last prospect of peace and to beg him to do his utmost to prevent their publication. Goering's reply was that he

CONTINUED ON NEXT PAGE

In Holland, Sir Neville stayed with the British minister at The Hague, Sir Neville Bland (center), his wife and their son, while waiting for passage on a neutral ship to England. Both Sir Nevilles were similarly dressed, and looked disconcertingly alike.



① As soon as I saw this dress and hat in the store window, I lost my heart—and my head almost. But the \$60 in my purse had been saved for a new vacuum cleaner. Anyway, I just knew that dress was meant for me. As it turned out, it was...



② Like a good little wife I ambled along to the store. I asked for a demonstration of the new General Electric vacuum cleaner I'd been reading about. A three-minute test showed me that the General Electric had everything... simply everything I wanted!



③ But where does the dress and hat come in? Right here! When I asked the price of the G-E vacuum cleaner, it was ever so much less than we'd planned—twenty dollars less! So I got the dress and hat, too... and I figure they didn't cost us a cent.

#### YOU'LL ALWAYS BE GLAD YOU BOUGHT A G-E!

A product of G-E engineering... this new Cleaner embodies all you are looking for in performance and long life. Yet it costs \$20 less than you probably expect to pay! Ask your G-E Dealer to prove these three outstanding advantages:

1. Embedded dirt is loosened by a special tapping action of the motor-driven brush.
2. Super-suction whisks grit and dust into the bag—quickly, thoroughly, EASILY!
3. All difficult surface litter, like threads and dog hairs, disappears before the fine-combing action of the adjustable brush.

Be Sure To See G-E Before You Buy



GENERAL  ELECTRIC





## The Hands of

### ADMIRAL RICHARD E. BYRD

SCIENTIST • AVIATOR • EXPLORER

In two expeditions to the South Polar regions he made rich contributions to scientific knowledge. Now his third expedition, backed by the U. S. Government, is at work in Antarctica. The world honors Richard E. Byrd, greatest of modern explorers.

Admiral Byrd's personal watch is a Longines strap Chronograph; the scientific timing equipment for his expedition is Longines exclusively.

**THE WORLD'S MOST HONORED  
HANDS WEAR THE WORLD'S  
MOST HONORED WATCH**

# Longines

Reg. U. S. Pat. Off.

Longines watches have been Admiral Byrd's personal choice for navigation and timing for all his many flights and expeditions. For his third Antarctic expedition, he again selected Longines scientific timepieces exclusively. A brilliant record in the exacting service of the greatest flyers has established Longines as the watch of aviation. Fine, personal Longines watches are priced as low as \$37.50 at authorized jewelers. In 77 countries, the world's most honored hands wear Longines, the world's most honored watch.

LONGINES-WITTMANER WATCH CO., INC.  
500 FIFTH AVENUE, NEW YORK, N. Y.



At Scheveningen, Dutch resort, Henderson promenaded with Mrs. Bland and his dachshund Hippy, whose pet peeve is chows. An anonymous French bulldog trailed along. In 1938, when Hippy last went for a chow, Henderson was bitten while separating them.

## FAILURE OF A MISSION (continued)

could not intervene and that the German Government felt obliged to broadcast their proposals to the world in order to prove their "good faith."

Instead he talked for the best part of two hours of the iniquities of the Poles and of Hitler's and his own desire for friendship with England and of the benefit to the world in general and the advantage to England in particular of such a friendship. It was a conversation which led nowhere; and I could not help feeling that his remarks, which from his point of view were perfectly genuine but which I had heard often before, were chiefly intended for the edification of his listeners. I augured the worst from the fact that he was in a position at such a moment to give me so much of his time. He had a few days before been made president of the new German Defense Council for the Reich (or War Cabinet); and he could scarcely have afforded at such a moment to spare time in conversation, if it did not mean that everything, down to the last detail, was now ready for action.

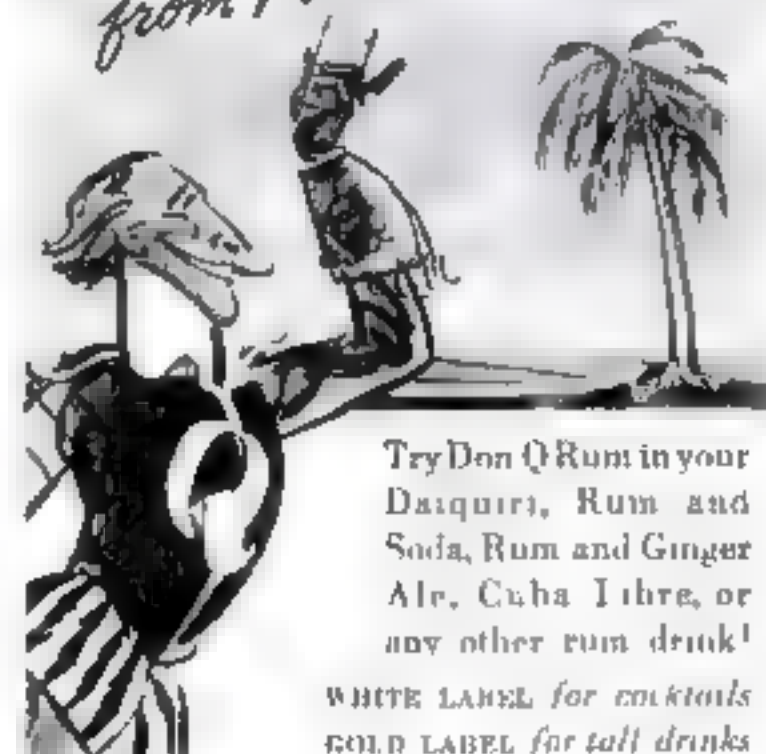
## The "Zero Hour" arrives

My general impression of this last talk with Goering was, in fact, that it constituted a final but forlorn effort on his part to detach Britain from the Poles. Nevertheless, the Field Marshal seemed sincere when, having been called to the telephone, he returned to tell us that M. Lipski was on his way to see Ribbentrop. He seemed relieved and to hope that, provided contact was only established, war might after all prove unnecessary. The meeting between the Polish Ambassador proved, however, quite futile. M. Lipski stated that he was acting solely in his capacity as an ambassador without plenary powers to discuss or to negotiate and handed to the Minister for Foreign Affairs a brief communication to the effect that the Polish Government were weighing favorably the proposal of His Majesty's Government for direct discussion and that a formal answer in this matter would be communicated to the German Government in the immediate future. He did not ask for the German proposals, and Ribbentrop did not offer to give them to him. Their meeting lasted but a few minutes. When, after his interview, the Polish Ambassador attempted once more to telephone to his Government, he found that it was no longer possible for him to do so. Hitler had, in fact, chosen his moment to precipitate the conflict. He did not want direct negotiations with the Poles. It was zero hour. [German troops crossed the frontier into Poland at dawn on Friday, Sept. 1. Britain and France sent a joint ultimatum to Berlin that evening. This ultimatum was rejected.—ED.] The drama had reached its inevitable climax; and on the declaration of war at 11 a. m. that Sunday morning, September 3rd, the curtain fell for the last time. After returning from my interview with Ribbentrop at midday, I did not leave the Embassy again until Mr. Kirk [Alexander C. Kirk, Chargé d'Affaires of the U. S. Embassy.—ED.] rendered me one last service by driving me in his own car to the station the next morning. Up to those last twenty-four hours I had gone about freely in the streets of Berlin, either on foot or in my motor with its British flag;

CONTINUED ON PAGE 72

CALL FOR THIS

*"Tropical Treat  
from Puerto Rico!"*



Try Don Q Rum in your Daiquiri, Rum and Soda, Rum and Ginger Ale, Cuba Libre, or any other rum drink!

WHITE LABEL for cocktails  
GOLD LABEL for tall drinks



86 PROOF • Copyright 1940  
National Distillers Products Corporation, N. Y.



## You'll Like This Support

At work . . . at play . . . you get a brand new sense of well-being . . . conserve your energy . . . all day long in Duocraft Action-Support Underwear. Just try a Brief or Quarter-leg short, and shirt to match.

FREE—

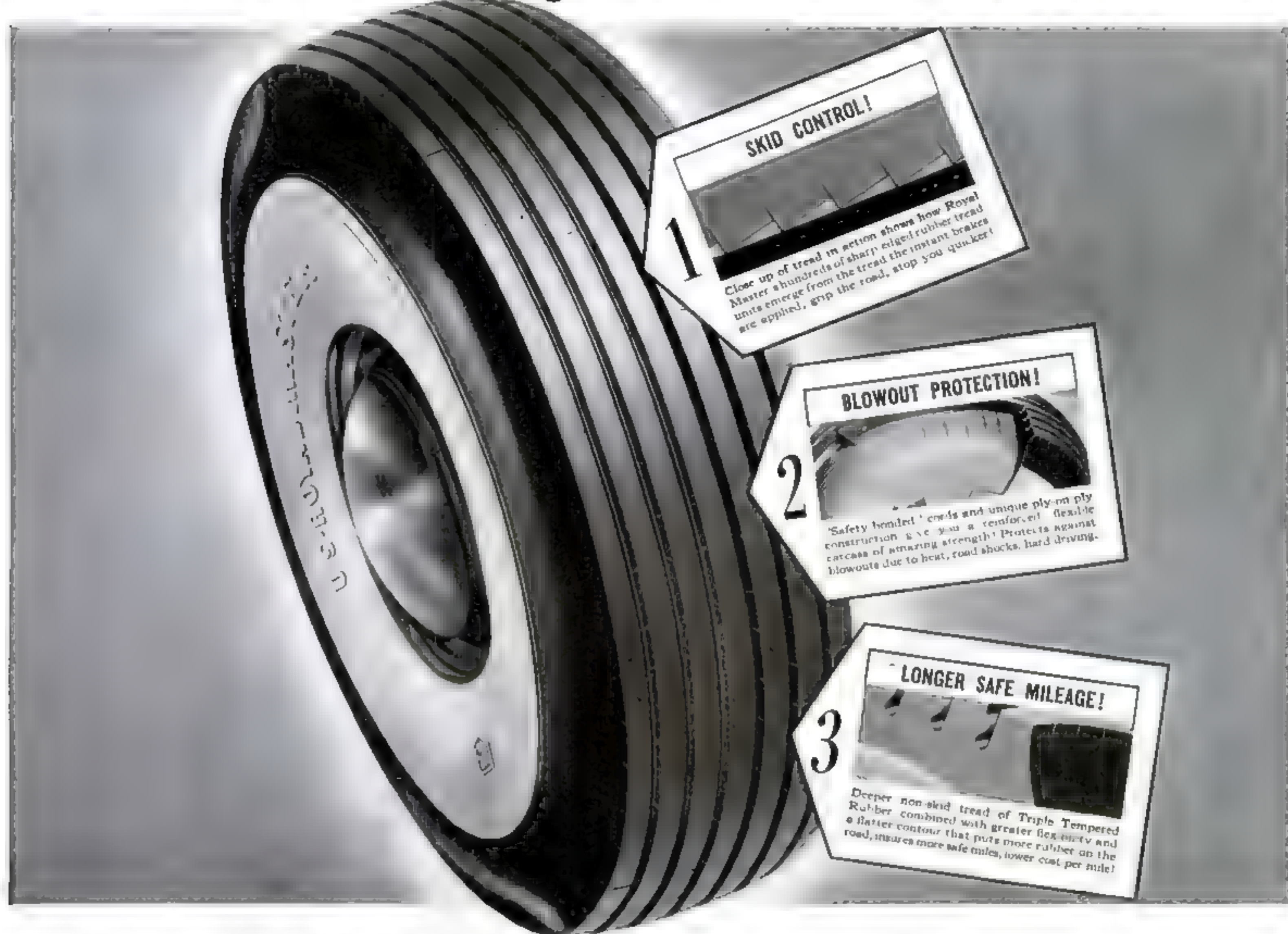
"Why you need Support,"  
by Dr. Damrau. Write

DUOCRAFT INC.  
Mohawk, N. Y.

**DUOCRAFT**  
ACTION-SUPPORT  
UNDERWEAR



Here's the complete **SAFETY** you've been looking for:  
**3-WAY PROTECTION** against Blowouts! Skids! Wear!



and it's **AMERICA'S** foremost quick-stopping tire  
**U. S. ROYAL MASTER**



**BE GUIDED BY THIS SIGN!**  
 It assures you of courteous service . . . genuine tire value at lowest tire prices . . . more safe miles-per-dollar!



**ASK YOUR U. S. DEALER!**  
 He'll gladly inspect your tires free of charge . . . show you how to get longer, safer mileage!

**U. S. TIRES ARE GOOD TIRES!**  
 Every U. S. tire bears this famous seal of the world's largest producer of rubber. It is your guarantee of quality.



Thanks to Royal Masters, millions have discovered a new freedom from worry, a new joy in driving! For Royal Master owners *know* they are protected against blowouts, *know* they need not fear skids, *know* they can have new-tire stopping power down to the last mile! Proof that this tire provides a safety not available elsewhere is evident in this fact: *More than half of each year's Royal Master tires are bought by Royal Master owners!* If you are dissatisfied with conventional tire performance, if you want *more* safe miles-per-dollar, try a set of Royal Master Tires on your car! And bear this in mind: The dollar you invest in safe mileage may well be the most important dollar you spend this year!

*U. S. Tire Dealers Corporation*

**UNITED STATES RUBBER COMPANY**

*Rockefeller Center, N. Y. C. • In Canada: Dominion Rubber Co.*





Reproduction of Bass Ale advertisement as it first appeared in England

To fishermen in America as well as England, Bass is more than the name of a fish... it's their favorite ale!

The distinguished flavor and rich body of Bass Ale make it "great stuff" while fishing, after you've reeled the final catch... or whenever a tall one is in order. For Bass is different... just as a game trout is different from a sluggish carp. Give yourself a treat... order Bass today!

W. A. TAYLOR & COMPANY, NEW YORK—Sole distributors for United States  
Importers since 1888



AT LAUNDRY, school, traveling, or home, the family's things are safer marked with Cash's genuine Interwoven Names. Now!—An extra dozen FREE with every order. At most department stores, or write us. Ask also about Cash's Pair Numbers, Sheet Markers, and Cash's newest products—Woven BELTS and Trimmings.

Trial Order: Send us the for 3 days, of your first name and sample of HQ-30 for marking with our names.

**CASH'S**

CASH'S 3 doz 51¢ 6 doz 1.25 NO. 501 25¢  
NAMES 9 2¢ 12 3. Cement 1 a tub



### A MARK OF IDENTITY

For your convenience... this mark of identity in a store quickly calls attention to LIFE-advertised products.



Hippy was first to disembark when Henderson arrived in England on Sept. 7. For four months, Hippy was quarantined but fed lavish amounts of sugar despite rationing. Henderson's setter Hoorsy was left behind in care of "a reliable German butler"

### FAILURE OF A MISSION (continued)

and I am glad to take this opportunity to bear witness to the fact that throughout those anxious weeks and up to the very end, when we crossed the German frontier, neither I nor any member of my staff were subjected at any time to any discourtesy or even a single gesture of hostility. It was a very different eve of war to that of August, 1914.

### Gloom pervades Berlin as war begins

My impression was that the mass of the German people, that other Germany, were horror-struck at the whole idea of the war which was being thus thrust upon them. It is true that I could only judge of Berlin itself and that I was not in a position to witness the reaction of German youth or of the soldiers in the troop trains which were leaving for the Polish front. It is true also that the trial black-outs, the bread cards, and the strict system of rationing, which were already in force, were not exactly cheerful beginnings to a war. But what I can say is that the whole general atmosphere in Berlin itself was one of utter gloom and depression.

In order to see for myself the mood of the people after the attack on Poland, I went that last Saturday afternoon for a walk down Unter den Linden, the main street of Berlin. I happened to want a drug called Codein and went into a shop to buy it. The chemist glumly told me that he could not give it to me without a doctor's prescription. I mentioned that I was the British Ambassador. He repeated that he was sorry, but the regulations on the subject were quite definite. So I said again, "I don't think you understand; I am the British Ambassador. If you poison me with your drug, you will get a high decoration from your Dr. Goebbels." The chemist's lugubrious face lit up with pleasure at this feeble joke, and he at once gave me all the Codein that I wanted. But there was something very pathetic about it.

I had the same sensation when I left the Embassy for the last time with Kirk. About a hundred yards from the door there was always a policeman on traffic duty where the Wilhelmstrasse crosses Unter den Linden. At that particular corner the policemen, who were not members of Himmler's Gestapo but mostly old soldiers of the municipal police force, used generally to salute me when I passed. That morning, when the policeman saw me coming, he carefully turned his head the other way and pretended to be preoccupied with the traffic coming in the other direction. He naturally could not salute me, and at the same time he did not wish to ignore me. He bore no ill will to a man who, as he and all Berlin knew, had striven to the last for peace.

When we left on the Monday morning in a body from the Embassy, where the remaining staff, thirty men, seven women, and two dogs, had been concentrated, a small crowd gathered outside and watched our luggage being put onto military lorries. It was an

CONTINUED ON PAGE 75





*Diamond T  
Super-Service Trucks*

**GUARANTEED 100,000 MILES**

**OR ONE FULL YEAR**

**1 TO 10 TONS**

**DIAMOND T MOTOR CAR COMPANY, CHICAGO, ILLINOIS**





Copyright 1940  
The Texas Company

*Everybody's tunin' up for Spring*

## TIME TO CHANGE YOUR OIL, TOO

**A**ND change for the better this Spring. Change to Insulated Havoline; no better oil at any price.

It's better for your engine, better for your pocketbook.

Remember, *your engine starts cold but runs hot.*

And Havoline is *insulated against both cold and heat* by an exclusive Texaco formula—to insure the following benefits:

No unnecessary wear and tear—no harmful varnishes to make your motor labor, devour

excessive gasoline, or cause pistons to seize on cylinder walls.

Any wonder thousands of car-owners are changing to Insulated Havoline Motor Oil—for safety and economy—at Texaco and other good dealers everywhere?

TEXACO DEALERS INVITE YOU TO tune in the TEXACO STAR THEATRE—a full hour of all-star entertainment—Every Wednesday night—Columbia Network—9:00 E.S.T., 8:00 C.S.T., 7:00 M.S.T., 6:00 P.S.T.







**Phlegmatic Hippy** can't be rattled. Henderson's monocle is visible in background.



**Unlucky Hippy**, mistaken for a fox by a pack of hounds in Argentina, was mauled.

## FAILURE OF A MISSION (continued)

absolutely silent crowd; and, if there was hatred or hostility in their hearts, they gave no single sign of it. There were doubtless a number of Gestapo agents among them in plain clothes, and yet the people were speechless, when a little vocal abuse of the "encirclers" and "warmongers" would probably have been gratifying to their masters.

Ultimately we crossed the German frontier at about 2 P.M. on Tuesday and arrived at Rotterdam at 7 P.M. There we were received with much hospitality by His Majesty's Minister at The Hague, Sir Neville Bland. Forbes and I spent that night at the Legation.

All that remained to be done was to find a neutral steamer to take us to England. Eventually arrangements were made for us to travel by the Dutch S.S. *Batavier V*, which was leaving Rotterdam for London at dawn on the Thursday morning. When we went on deck the next morning, we were provided with the exhilarating spectacle of three British destroyers, one on each side and one in front of us, which had been detailed to escort us back home and had met our ship as soon as it was outside Dutch waters. Every member of our party was affected, as I was, by the sight of these silent but blessed British warships. But the only real excitement came when we were unfortunately all below at lunch time. Then all of a sudden the *Batavier V* was shaken from stem to stern by the explosion of three depth charges one after the other. They had been dropped by the leading destroyer, and quite three miles from our ship. The destroyer returned to its station, and we at once wirelessed asking, "What luck?"

The only answer we got was "Your message received." The Admiralty instructions were to give nothing away. I nevertheless told my staff that, if the customs authorities on arrival asked us if we had anything to declare, the only reply to give was, "One German U-boat."

As soon as we were in sight of Gravesend our escort left us and returned to its base, presumably at Chatham. Our journey was over. Spatts' agents were the first to board the ship at Gravesend and carried off to quarantine the two dogs which we had brought with us. We ourselves landed about 7 P.M. There were practically no porters available; and the staff, headed by Forbes with his coat off, carried most of our luggage from the ship to the train. Shortly after 8 P.M. on Thursday September 7th, we reached Victoria Station. It had taken us three days and eight hours to get from Berlin to London. My mission to Berlin had terminated, but the failure was complete.

**Adventurous Hippy** was lost for 14 days in the Argentine pampas and it was said that no disappearance had received so much publicity since kidnapping of Lindbergh baby.



"Keep him busy, boys... until I finish enjoying my Mennen Brushless Shave!"



A hair-raiser! Man, how that Mennen Brushless sets up and softens your whiskers, so you mow 'em down without yank or pull! Here's a different Brushless—a cream, not a grease. No mess, no razor-clog. Say to your druggist, "Mennen Brushless for mine!"

Mennen makes a swell Lather Shave, too.

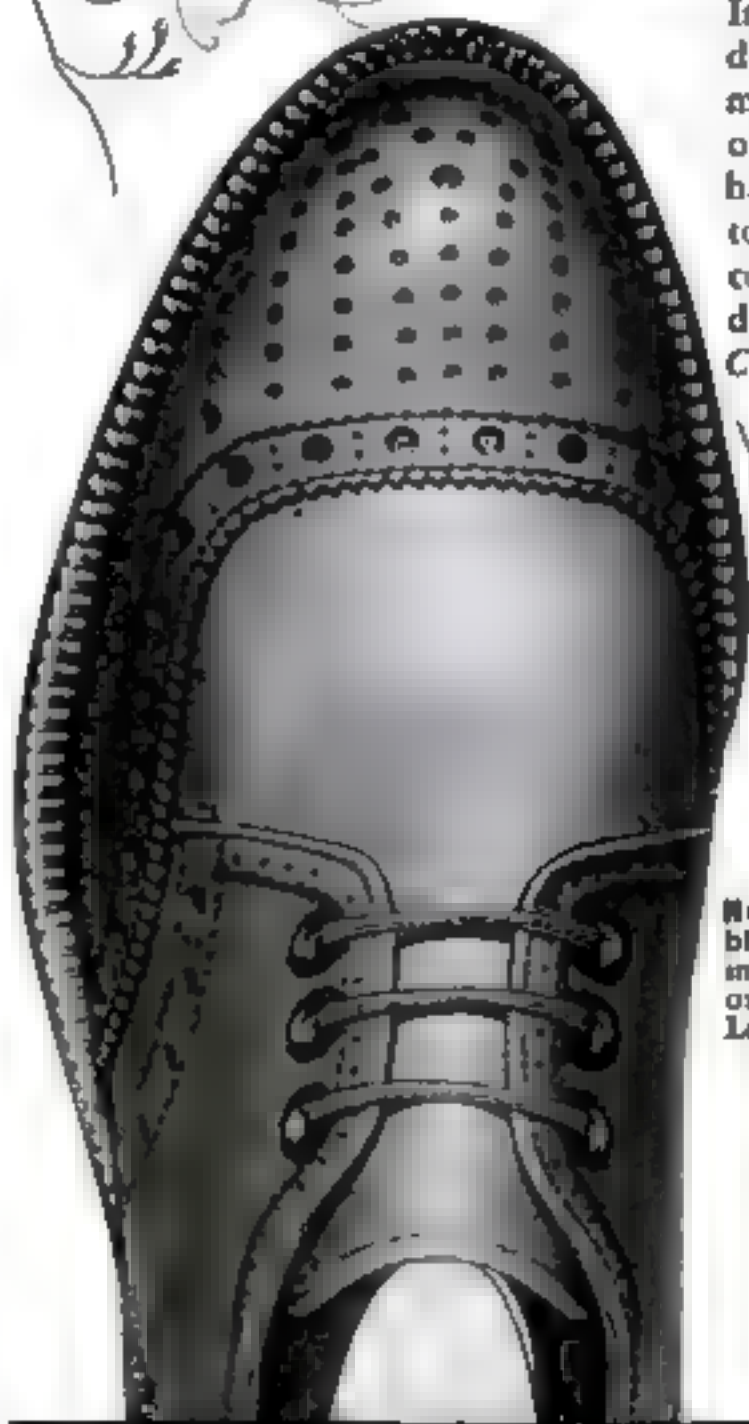
TRY THE 3-STEP MENNEN SHAVE—SHAVE CREAM—SKIN BRACER—TALCUM FOR MEN

for the good opinion of those who count



## The Thing for Spring is the Authentic British informality of Crosby Square Shoes

Informality, suited to the occasion, is the key to distinction in your footwear this season. Wise men, knowing that correct informality is found only where fashion is authentic, turn to these handsome Crosby Squares, reproductions of custom-made shoes... For disjunction with trim comfort, try on a pair now at your Crosby Square dealer's. Write for his name, *The House of Crosby Square, 2460 N. Sixth St., Milwaukee, Wis.*



**Crosby Square**  
Authentic Fashions  
IN MEN'S SHOES  
\$5.50 to \$6  
—some at \$5

• Also PRE-FLEX Shoes, \$6.25 to \$7.50

No. 345 Popular raglan blucher with new U-tip in antiqued tan Domoc on Duke of Kent last. Leather heel.



No. 324 A "mud-guard" favorite, ventilated and with red "Rope" sole.





THE MODERN NEW CAPITAL OF ANKARA ON EDGE OF DRY HOT DESERT

# TURKEY

*It faces the modern world with new ways and modern machines*



STEEL WORKS AT KARABUK



OLIVE OIL AT PORT OF IZMIR



RUBBER ROOTS AT ISTANBUL



RADIO STATION AT ETIMESUT





IS MASSED SOLID WITH GOVERNMENT BUILDINGS. FROM LEFT: INTERIOR MINISTRY COMMERCE. GENERAL STAFF DEFENSE MINISTRY AND THE TURKISH SUPREME COURT

Just 20 years ago the battered torso of the Turkish Empire tried to stand up after the defeat of the World War. Minus its empire, Turkey under Mustapha Kemâl, The Great Chief Ataturk, set out to become a modern nation. As it approaches its coming-of-age, it finds itself the key neutral in the lower right-hand corner of a world at war. Turkey has thrown in with Britain and France, on the grounds that "Britain may lose a battle but never a war, because she has money, a Navy and character."

Foreigners who try to weigh Turkey's weight as a world factor, must forget all their old notions of Turkey. The Turkey in which the Sultan kept his sons in a "Cage Palace," murdered his cousins, had a retinue of wives and concubines, and ruled in the name of Allah, is gone. Gone, too, is the fez, the harem, Arabic letters and oriental splendor. The new

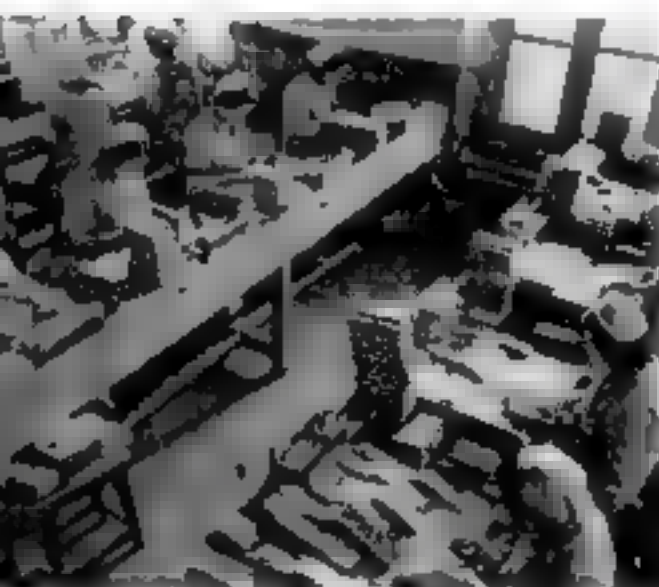
Turkey is shown on this and the following pages.

The new Turkey is a republic of 18,000,000 people on a brown, barren plateau about the size of 1940 Germany. Often called a dictatorship under Ataturk, it has for Article I of its Constitution the statement: "The Turkish State is a Republic. No proposal to alter or amend Article I of this Constitution specifying that the form of government is a republic, shall be entertained." Turkey was reformed dictatorially, but Ataturk was at least as much of a democrat as Alexander Hamilton. He was succeeded by a man much closer to Thomas Jefferson—Ismet Inönü (*see p. 89*). The spiritual father of both was the late great forgotten Ziya Gökalp.

What Ataturk did for Turkey was to set up the framework of a modern capitalist civilization. He acted like a dictator, because Moslems like best to

follow a glorious leader, but he asked the Turks to learn to help themselves. Probably he and his friends simply had more long-range intelligence than the dictator cliques of Italy, Russia and Germany.

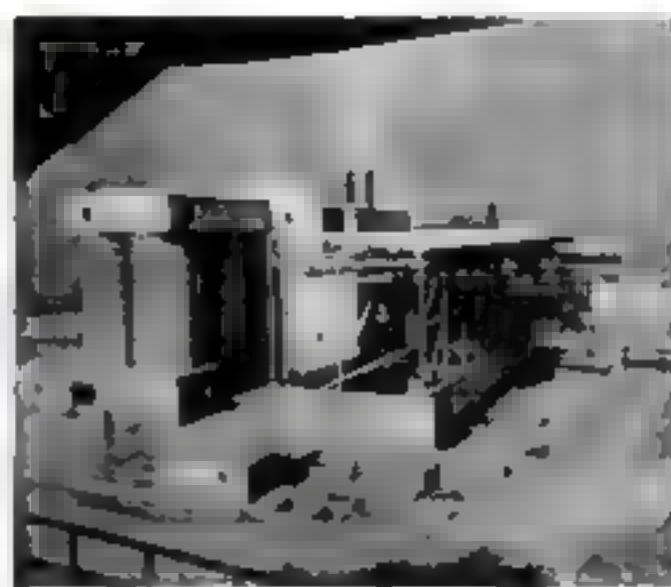
The Turks are a people of amazing vitality. Beside the 18,000,000 in Turkey, there are 15,000,000 Turks in the U. S. S. R., 3,000,000 more through the Near East. The man and woman of Turkey—Mehmet and Fatma—are white, often gray-eyed. They sleep on a pullet on the floor, cook in a copper bowl, are particularly fond of lamb. In the factories they may make 7¢ an hour, \$4 a week. On the farms \$240 cash a year is prosperity. They are proud of their bare, modern capital of Ankara (*above*), despise the Turkey of the Sultans. The women work beside men and all worship the late Ataturk, whose statue (*far left*) on horseback overlooks modern Ankara.



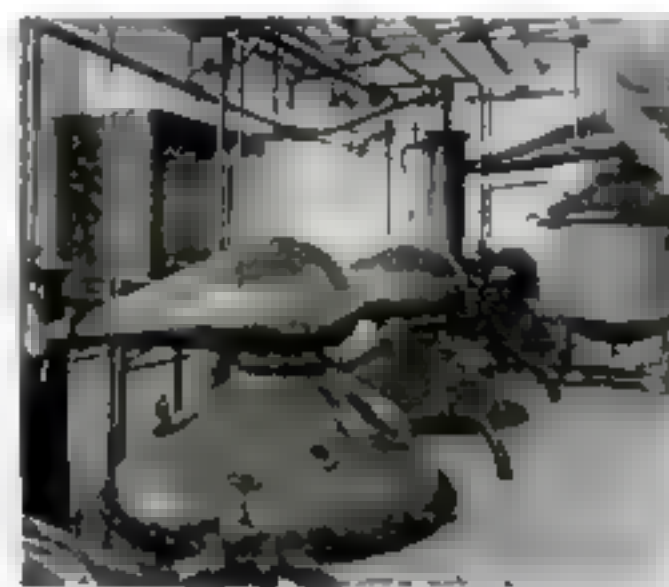
ÇEŞİT CIGARET FACTORY



OPEN-HEARTH FURNACE



CEMENT FACTORY AT ISTANBUL



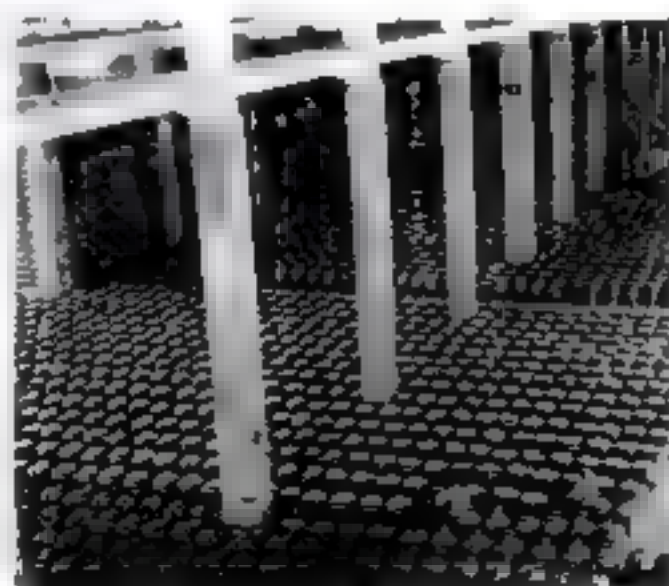
ATTAR OF WHITE ROSES STILL



PAPER FACTORY AT IZMIR



FLOWS AT ORMAN ÇİFTLİK



BEET SUGAR AT ESMİŞEHİR



COKE FACTORY ON BLACK SEA



GREAT KAYSERİ COTTON MILL



FIGS SORTED AT IZMIR



# TURKEY (continued)



**Ankara's racetrack** flies white star and crescent on the red flag of Turkey (upper left). Here mix Ankara's smart society, foreign diplomats, sheepherders and ragged proletariat through the spring and autumn racing seasons. Breeding and racing horses is traditionally in the blood of the Turks, whose proud boast was that they were horsemen and conquerors, not tradesmen.



**Cooler place** in the summer heat of Ankara is the Cubuk resort beside Ankara's Ataturk Dam. Save for two restaurants and one depressing night club with a Hungarian girl orchestra, there is no night life in Ankara. Turkish men are still chary of taking wives out in public. Below, the Ankara hunt club puts on an excellent imitation of an English fox hunt. They hunt foxes.



**Boating** in the artificial lakes beside Ataturk Dam. All around the lakes is the scorching heat of the treeless hills. Notice the policeman in uniform (center). All Army men are forbidden to enter cafes in uniform, to avoid giving the people an impression of frivolity.



**Shocking to an old Turk** is this photograph of modern young Turkish girls, unveiled, with bare legs and bobbed hair. The poorer Turks do not look as European as these girls. Turks have swarthy skin, often have gray eyes and blond hair, and lively, characteristic faces.



## Its smart young people turn from East to West

The average Turk is under 30 and a female. Half the population is under 20, as in the U. S. 70 years ago. There are 1,000 adult women to 769 men and a quarter are widows. Turks, reports one observer, "are very partial to marriage" and they usually marry women six years younger than themselves. The Turkish revolution is taking these young people and trying to make them smart citizens of the 20th Century.

It was a terrific assignment. Some 90% of the Turks in 1920 were illiterate. Four-fifths lived on the land, in 1,700,000 farm families who owned among them 1,400,000 plows, mostly wooden. Only 10% of the land was good for grain and fruit, 10% for pasture. The rest was desert, prairie and skimpy forest. The men, trusting to Kismet, sat all day in the sun, starved and died in droves. When Ataturk declared that the days of polygamy would soon be over, the more prosperous peasants married extra wives fast to get extra farm labor.

In 17 short years, the Turkish revolution has reduced illiteracy to about 70%. The secret of the feat was to scrap the old scholars' Arabic alphabet with its 612 letter forms. It was Ataturk himself who produced a simple Latin alphabet. He let the newspapers print the news in both Arabic and Latin letters for just one month, thereafter only in Latin letters.

Then Ataturk scrapped a mass of Arabic and Persian words and encouraged such international words as *otomobil*, *elektrik*, *telgraf*, *telefon*, *benzin*, *makina*, *fizik*, *müzik*, *ar*, *spor*, *parti*, *demokrasi*, *sinema*, *foto*, *radio*, *gazete*, *pasaport*. As a result, educated Turks were obliged to use pocket dictionaries to read the newspapers. Now education is easy in Turkey. The Government nags every village to build schools for young and old. The rags-to-riches story has never been rare in Turkey, but it is commoner than ever today.

Behind the up-&-coming pictures of prosperous, modern Turks on these pages are a people incredibly poor but superlatively tough and patient, slowly raising themselves from the apathy of the ages.



The music class at the Gazi Lisesi high school in Ankara is being taught to play the violin. It is unusual for boys and girls to be taught together in a Turkish high school, though nearly all other education, primary and university, is co-educational. In the little village schools, the Government primers are carefully illustrated with pictures of children in village dress.



Art class at the Gazi Lisesi looks like a Paris atelier. An unclothed woman in public is a mortal sin in Islam, but it is almost more offensive to strict Moslems to make an image of a living creature. Yet even before Atatürk, Turkish art showed not only architecture and landscape, but sometimes men and animals. Below: Ankara's Commercial College class for stenographers.



Higher education is being jammed into young Turks, both male and female, as fast as they can take it. The emphasis in modern Turkey is on technical schools. This high school (*lycée*) is Ankara's crack Gazi Lisesi. The students are shown using microscopes.

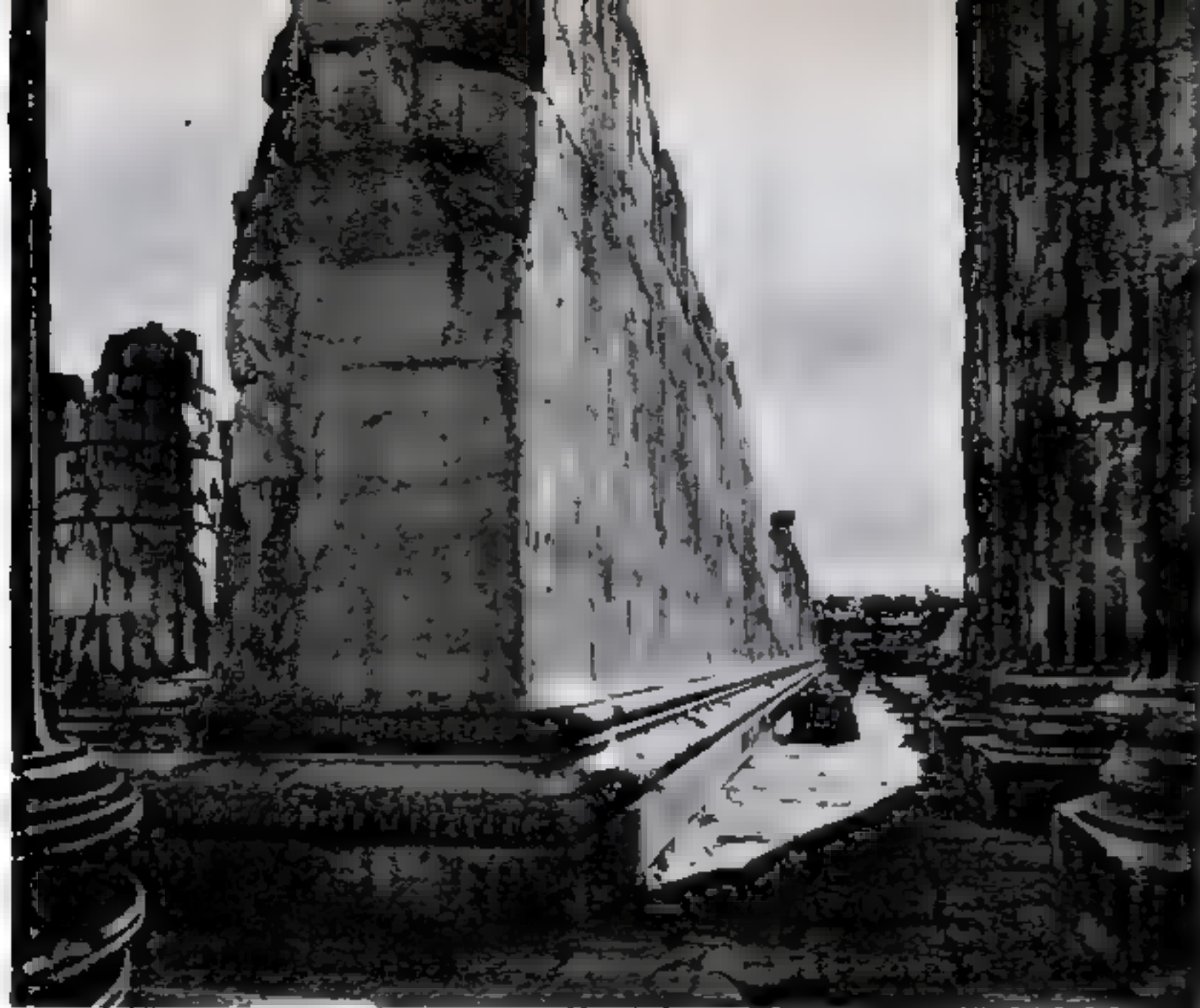






Fig. 1. The village of  
Kirovskaya.





"Greatest Greek temple" was at Didymion where Croesus worshiped. Sacked by Persian Emperors Darius and Xerxes, it was rebuilt by Alexander the Great. Government now saves its fine ancient ruins.



Roman columns at Sardis, capital of King Croesus of the Lydians. Often rebuilt after earthquakes, it was finally destroyed by the raider Lame Timur (Tamerlane) in 1402.

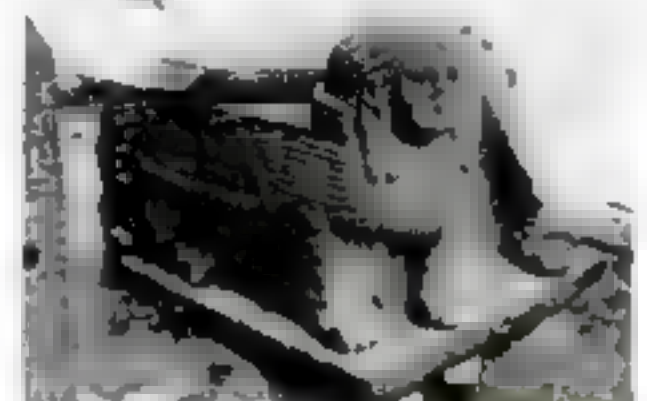


OLD AND NEW ARE CROWDED TOGETHER ON THE ANCIENT PLATEAU OF MODERN TURKEY

## It is an old graveyard of past civilizations

The Turks are as old in civilization as the Chinese. At history's dawn, they started riding out of Central Asia, wave on wave. The Sumerians were great 7,000 years ago. The Hittites held Turkey before Troy fell. Phrygians, Lydians and Sumerians are rated Turks, compared to the Semitic Babylonians and Assyrians. But all these fought themselves to tatters until Alexander the Great led the Greeks across Turkey to world conquest.

For a thousand years, the Greeks and Romans built their temples, roads and stadia in Asia Minor and the population reached probably 60,000,000 souls. After Rome fell, the Sky Turks ruled from the Caspian to the Sea of Japan. But in the 13th Century, soon after the Normans conquered England, a similar group of Ottoman Turks began to build the Empire that lasted until the World War, overran all North Africa, the Ukraine and Europe up to the walls of Vienna. Today Turkey is once again proud of its old Hittite past.



HITTITE SPHINX IN ANKARA

Greek theater at Pergamum seating 3,500, where Asclepius, Greek god of medicine, was worshiped because its soft spring water was health-giving. It was referred to in Bible as "the seat of Satan."



Roman aqueduct near Izmir (Smyrna). Desolation now covers ruins of what was once a civilization with "standing room only," as populous as modern Germany.







HUGE BEIGE-AND-ROSE CARPETS COVER ENTIRE FLOOR OF THE BLUE MOSQUE. TWO MEN KNEEL BESIDE READER'S PULPIT



UNUSUALLY LARGE CONGREGATION IN THE BLUE MOSQUE ON

## ***Its faith is Islam but Atatürk is its prophet***

**A**tatürk's chief problem in modernizing Turkey was Islam, which is still the religion of 97% of Turkey's 18,000,000 people. Some say that Islam, an impersonal Semitic creed, was never more than a thin veneer on the highly personal, mystic Turks. But the god of Islam is a very jealous god.

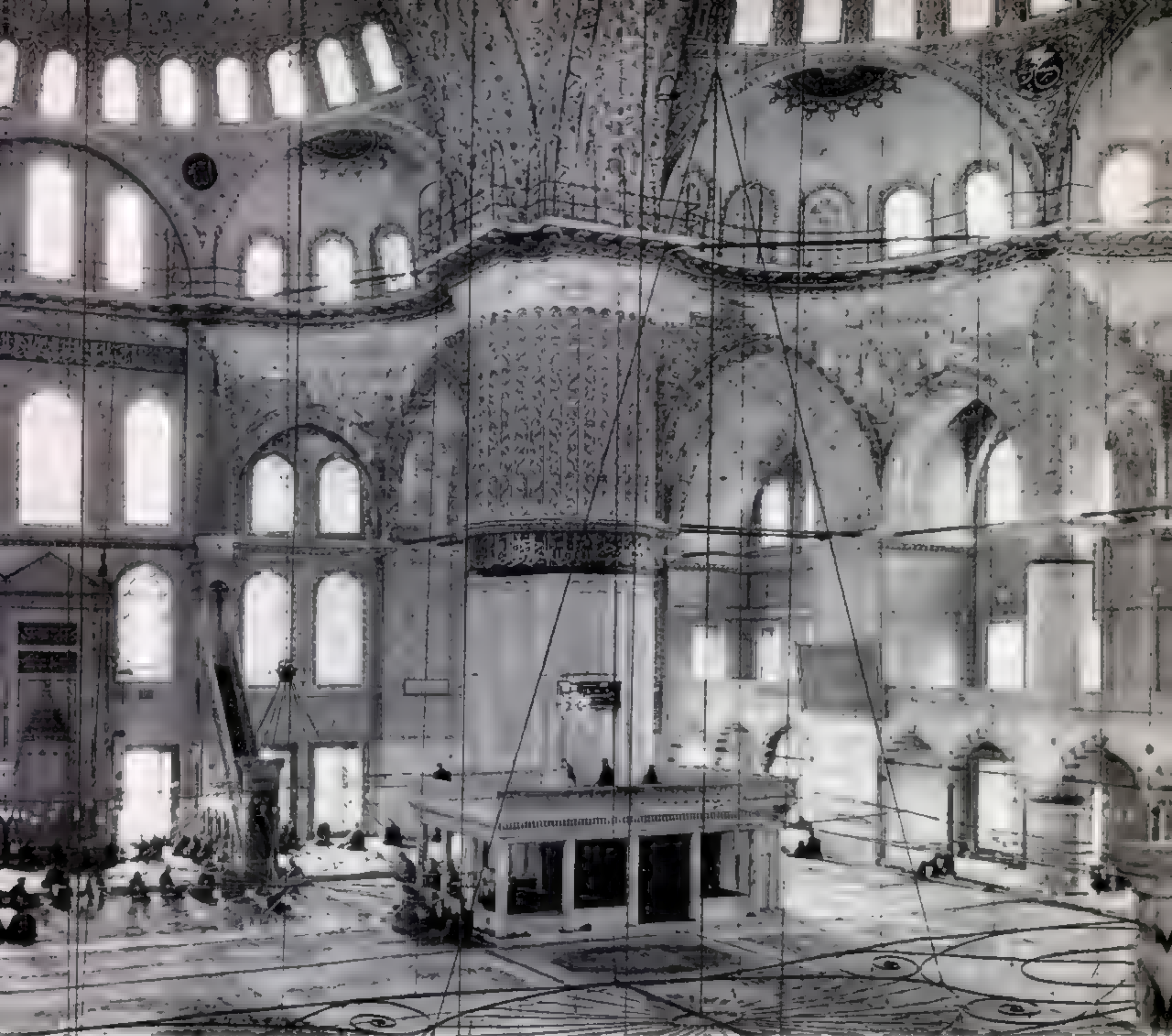
Islam is totalitarian. It sets itself up as all law, all social custom, all morality. Though Mecca, its religious capital, lies in darkest Arabia, its supreme Caliph became the Ottoman Turkish Sultan, who had a religious role like that of the Russian Czars. Basis of Islam is the "word of testimony": "*La ilaha illa 'llah wa muhammad urrasul u'llah*": "Allah is the only God and Mohammed is His prophet." This God is the same as that of the Jews or Christians.

Atatürk separated Church from State, first maintained a Caliph in Istanbul but later fired him. He abolished the dervish orders and the fez, made Western hats compulsory, made last names compulsory and generally discouraged religion in Turkey. Atatürk was probably an atheist. His successor, İnönü, is personally religious, as are most other Turks. Islam in Turkey has now about the same place as Christianity in the U. S.



Moslem worshiper takes off shoes and washes feet at Istanbul's Blue Mosque entrance but leaves on his cap. Slippers or even galoshes over the shoes are permissible inside a mosque.





THE FESTIVAL OF THE SACRIFICE (ABRAHAM & ISAAC) IN ISTANBUL. KORAN READER STANDS IN PULPIT AT LEFT CHOIR ON PLATFORM AROUND PILLAR AT RIGHT



Istanbul's Blue Mosque, built by Ahmed I, is only six-minaret mosque in Islam. To atone for his impudence, he later built a seventh minaret for Mecca's Holy of Holies, Ka'aba Mosque.



Country mosque along the railway east of Ankara has but one minaret for muezzin to summon the Moslem faithful to prayer five times a day. It is made of wood, weathered dull gray.



# TURKEY



**Mount Ararat**, on whose 17,000-ft., perpetually snow-clad top Noah is supposed to have landed with his Ark, watches over the grain fields of eastern Turkey. Any Russian Army from the east would have to come around Mount Ararat, through nearly impassable country. Here the plateau is from 8,000 to 6,000 ft. high and the three passes snow-choked.

**Ankara's water supply** comes from the Ataturk Dam in the brown, treeless hills 20 miles outside the city. This is Turkey's show dam. As part of a reforestation program, soil where seedlings dry up, acacias have been planted on further slope. In foreground across from the modernistic powerhouse are the gardens of Ankara's favorite casino (see p. 18).







**A last foothold of the Christians** was this craggy fortress on Mediterranean opposite Cyprus. The luckwash of the Crusades aroused Turks to overthrowing Mameluke rule of the Jews of Saracim and setting up the Ottoman Empire. They cleared the mainland, first besieged Vienna in 1529 and won back Cyprus in 1571. Their high tide was in 1680.

**Sheep run** through one of the world's oldest cemeteries, near "The Field of the Arrow" founded by Jews exiled from Spain in the 10th Century, just outside Istanbul. Tombstones in foreground show Hebraic characters and star. The old Turks completely absorbed Jews and Christians. Beyond is old sultan's picnic ground, called "Sky Water of Europe."







The red flag of Turkey with white star and crescent flies over soldier in French helmet with old German Mauser rifle.

## TURKEY (continued)

### *Its soldiers are tough fighters but*

"Mehmetjik" is the native name given to the Turkish soldier and it describes a man who is tough, enduring, shrewd, patient and unexcitable. He can outfight his weight in Greeks, Rumanians or Poles. In the World War, under German leadership, he fought off the British and French at the Dardanelles. After the World War, when the hysterical Greek Army massacred Turks and invaded the Anatolian plateau, he rallied in the back country under Ataturk. After a year of training, though outnumbered and outarmed and supposedly outbluffed by the British and French armies and navies, he literally pushed the Greek army back into the sea. With any kind of break in weapons, he could be counted on again to save his homeland from a foreign invader.

But fighting on his treeless plateau he would be helpless against planes and tanks in large numbers.

The Turkish Army has as mongrel a collection of weapons as the Finnish, Polish or Rumanian armies. Most of it fits nothing else. It has French helmets, discarded German Mauser rifles, both German Krupp and French Schneider 3-in. field guns (which happen to use the same ammunition), three kinds of anti-tank guns, Krupp and Skoda 8-in. mortars, four kinds of light machine guns. Its modern bombers include British Blenheims, American Martins, German Heinkels, Italian Savoias, plus a collection of junk, in a first-line air force of only 200. Turkey has its own ammunition factory but it is counting on Britain and France to give it the arms if it has



Forty-two men in a Turkish platoon march toward the mountains around Samsun on Black Sea, whence American Tobacco

and Liggett & Myers get world's best short-leaf tobacco. Such a platoon should be equipped with three Bren machine guns.



Army parade shows a German anti-aircraft searchlight towed by a camouflaged tractor. The motorcycle at left is



At Ankara Military College, 100-year-old West Point of Turkey now rushing through 2,000 cadets, Bofors 3-in. field howitzers

are camouflaged, for treeless Turkey largely lacks natural protection. Students wear milk-shake-colored Turkish uniform.



Armored cars in Turkish Army are of a kind discarded by Russia and thrown away against Finland, because ar-



## they lack modern equipment

to fight Germany or Russia. The Army totals 22 infantry and five cavalry divisions, could muster in wartime perhaps 1,300,000 trained men.

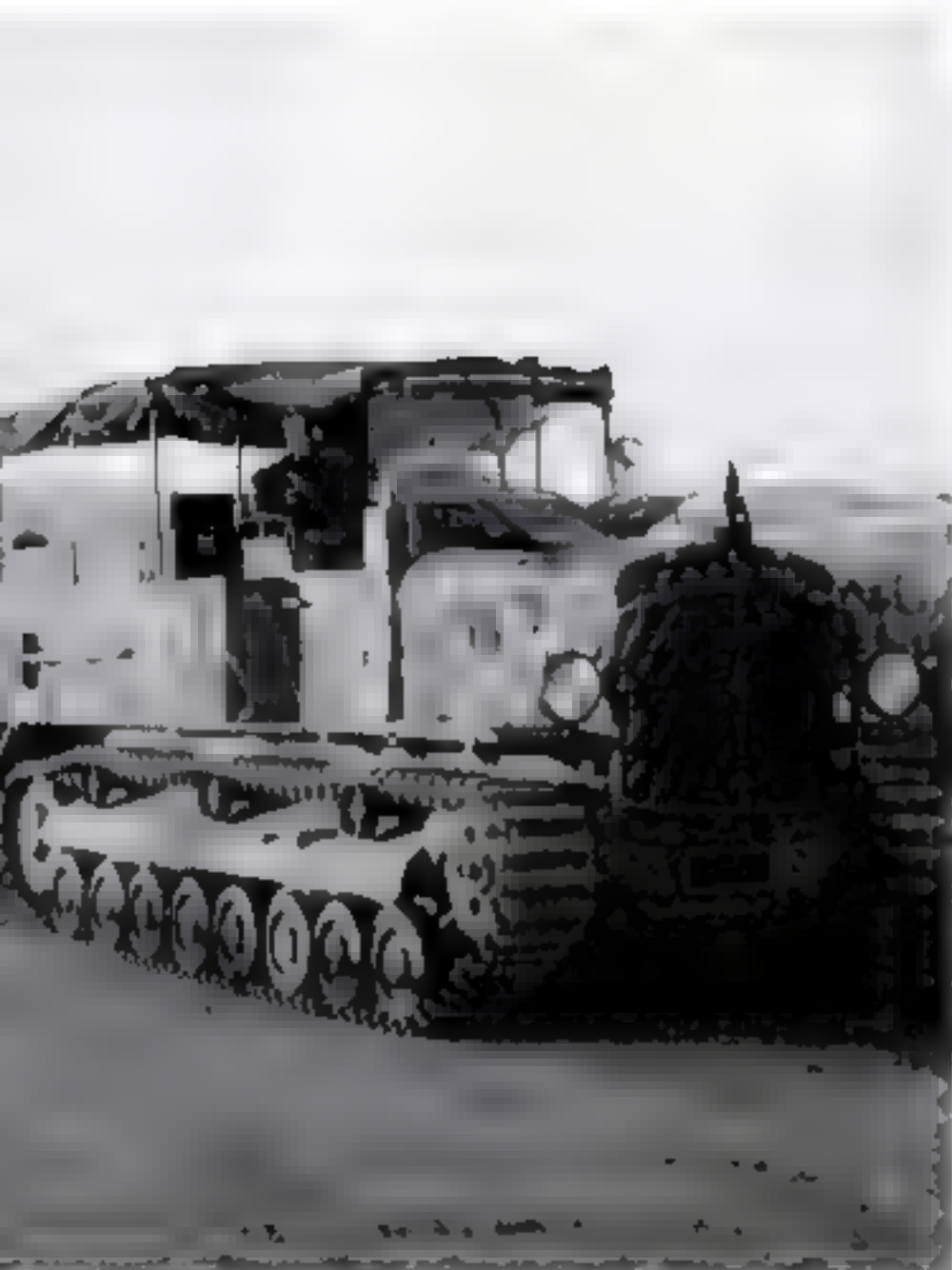
In case of war between Turkey and Russia, Britain would send part of its fleet into the Black Sea to join the excellent little Turkish Navy. Together they would prevent a Russian landing on the Turkish coast and cut off Russian oil tankers across the Black Sea. But swarms of Russian bombers could bomb Turkey from end to end, as well as the British oil wells at Mosul, because, unlike Finland, there are no forests in Turkey for an army to hide under. The Russian Army, which advanced halfway across Turkey in the World War, might well be stopped this time in the three tough passes in the east and its

Black Sea supply lines would be closed by the British Navy. The towering wall of the Caucasus Mountains lies just north of the Russian oil pipeline to Batum. If Turkey and the Allies could save their bombers from Russian bombing, they would destroy this vital pipeline and the wells at Baku.

Today the Turks are primed for such a war. A full division, the 15th, is at the port of Samsun. Soldiers, guns and forts swarm over Erzurum, with its ring of mountains. Here the commander of the famed Third Army is General Kâzım Orbay (right), brilliant strategist who will be second in command to conservative, super-pious Marshal Fevzi Çakmak (pronounced "Chockmock") in case of war. All officers have busts of the late Atatürk in their offices.



General Kâzım Orbay is usually rated the smartest of the group of generals now training the Turkish Army for war.



of German make too. If Britain wants to help Turkey, it must rush supplies of anti-aircraft weapons it needs itself



Turkish pilots, uniformed in white, parade. Though Turkey has encouraged flying societies and has a parachute tower, its

air force has a first-line strength of only 200, with 300 reserves. It includes everybody's discards plus some first-rate bombers.



mor is too thin, speed too slow. Turkey bought 60 from Russia in 1935. They mount cannon and machine guns.



French anti-tank gun (Hotchkiss one-inch) is studied by Ankara Military College cadets. If Russia could land a modern mech-

anized division in Turkey, Turkey would need far more anti-tank guns than it has. It uses both French and German types.



## The Twins give a party



**JANE:** Look, my darling brother, if you'll just write the invitations, I'll send them out.

**JIM:** SWELL! I'd rather write than lick the envelopes. Good luck to your tongue, old girl!



**JIM:** Hey—what goes on here? You haven't licked one of those envelopes!

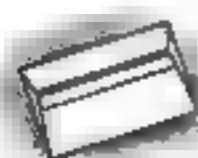
**JANE:** Ya-ya, I don't have to! Your sister's one smart girl! These new envelopes *seal themselves*, without a bit of tongue-trouble.



**JANE:** It's as simple as this! You lift the lower flap up, and you press the upper flap down, and the envelope is all sealed!

• Self-Seal Envelopes do away with the whole messy job of tongue-sealing! These sensational new envelopes *seal themselves*, without asking a bit of help from your tongue!

There is a Self-Seal Envelope for every writing purpose. Available at popular prices wherever stationery is sold. Featured in boxes of Kellogg's Fine Writing Papers. And ask to see the commercial form for office use.



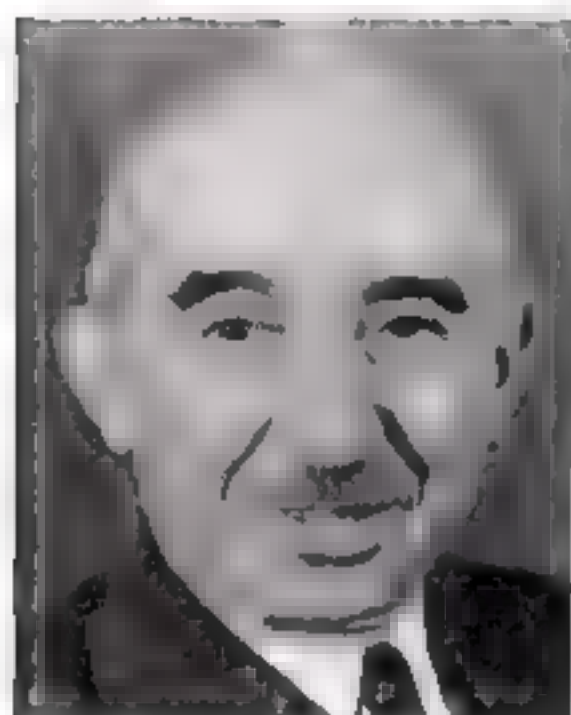
For SAMPLE PACKAGE of Self-Seal Envelopes, send 10c, and the name of the dealer where you buy your stationery, to: United States Envelope Co., Springfield, Mass.

**SELF-SEAL ENVELOPES**





## Its second president is its forgotten hero



PRESIDENT ISMET INÖNÜ

The great name in modern Turkey is still Atatürk, who died in 1938. His successor as President is Ismet Inönü, a name rarely mentioned in Turkey even today. Yet Inönü should be a hero thrice over—as a general, as a diplomat and as an administrator. All his life Inönü has gladly accepted a place in the shadows behind the dazzling reputation of Atatürk. He is today the brainy and efficient chief of an able and patriotic group of leaders as ever set a nation on the road to greatness.

These men really love their country, whether in or out of power. Mostly self-made men, they all fought and worked in

the revolution 20 years ago, in the long-drawn-out war against the Greeks and in the slow and painful reform of Turkey. Most of them have had military training and are or have been Army officers. They are probably the reason why this amazing republic has sprung up by itself midway between the semi-European corruption of the Balkans and the feudal tyrannies of the Muslim nations of the Near East, and under the shadow of Soviet Russia.

Ismet was born 55 years ago, the son of a judge on English Hill in Izmir (Smyrna). At 12 he entered the artillery school in Istanbul, went on to the General Staff College, two years behind the boy who was to become Atatürk. He graduated first in his class and was commissioned a captain. He was so much more competent than his fellow-officers that he was a colonel at 31. He fought the British in the World War in Palestine and was chief of staff to Atatürk against the Russians in eastern Turkey in 1917.

After the War the Greek army invaded Turkey, with the blessing of Britain and France. Inönü joined Atatürk in Ankara in 1920 and became his chief of staff again. His job was to hold off the Greeks with guerrilla irregulars while a regular army was organized. Twice he smashed the Greeks at the village of İnönü near Eskişehir. When all Turks were compelled to take last names, Atatürk gave Ismet this victory name of İnönü, while he took Atatürk ("Chief of the Turks"). At the time he told Inönü "By these victories you also defeated the bad luck of the Turkish nation." Later Atatürk defeated the Greeks three more times and cleared Turkey of foreigners.

Inönü's job was to make the peace legal. At Lausanne he faced down the annoyed Allied statesmen headed by the spinsterish British snob, Lord Curzon. Inönü outfaced Curzon's suave threats and ultimatums and he won absolute sovereignty for the Turkish Republic. He came home to take over the nearly permanent job of Atatürk's Premier, from 1923 to 1937, except for one four-month interval.

Atatürk decided what to do and Inönü did it. In that sense, he is responsible for everything in Turkey today. His specialties were the expansion of the railways by native capital and the renting of agricultural combines to farmers. He withdrew from politics a year before Atatürk's death but the day after was unanimously elected President by the Grand National Assembly.

Personally he is everything Atatürk was not—quiet, studious, monogamous, good-tempered, pious and conservative. He loves his shy wife Mevhibe, his sons Orner, 16, and Erdel, 14, and above all, his pert daughter Özden, 10 (left). He likes to play bridge and billiards, work out chess problems, raise roses, listen to the Ankara Philharmonic Orchestra. He reads continually, in French (Turkey's commercial language), German and finally in English. (He has made one speech in English, broadcast to the U. S.) But also he likes to ride fine horses (his doctor forbids jumping), keeps a statue of his favorite horse on his desk. Probably the most important fact about his personality is that he is almost stone deaf. At conferences, with his hearing machine, he hears pretty much what he wants to hear and no more. He makes other people talk, though at his own parties he will interrupt, saying: "Not another word until you have eaten something. That is an order."

The sober personality of Inönü is itself an answer to the old charge that Turkey is a fascist dictatorship. Though the Government directly or indirectly owns most of Turkey's new industry, and controls everything, it does obey laws that make it a republic and Inönü its president.

## "IMAGINE ME GIVING ADVICE TO A MOVIE STAR!"



1. When! I was thrilled when the stylish dressmaker I work for told me to deliver a gorgeous evening gown to my favorite movie actress! But when I got to her house and the French maid took the dress into the inner room, I heard my Glamour Girl blow up.



2. "No, no, send it back! I won't need it," she moaned. "This whole afternoon I've been standing on the lot... now I'm too chafed to go out!"... Say, was I on a spot! Madame, the modiste, would be furious if I brought back that dress.

3. So I flew into the room. "Wait," I cried. "It must be you haven't heard about Miracle Modess. It now has 'Moisture Zoning'—a wonderful new feature that acts to direct moisture inside the pad, leaving edges dry and comfortable longer than ever before!"



4. "I... have some Modess," stammered the maid. And soon we were cutting a pad. "Look," I said. "Here's why Modess is softer, too! It's made of fluff! Not a bit like layer-type napkins. And thanks to Modess' moisture-resistant backing," I rushed on, "Modess is safer, too!"



5. Well, my Glamour Girl was delighted! And that night, as I watched the "celebs" sail in to a "first night"—there she was!

Looking gorgeous! And handing her grand bouquet of orchids to me! Glory, but I'm glad I told her about Miracle Modess!

TRY IT NOW! NEW MIRACLE MODESS  
WITH "MOISTURE ZONING"





"Didn't I tell you he'd give his right arm  
for an Arrow Tie?"

• We admit that Arrow Ties are awfully good-looking, that they tie into perfect knots, that they are wrinkle-resistant, and that their fabrics are superfine. But you don't have to trade in your limbs for them—you can get really grand ones for only \$1.00, and \$1.50

**ARROW TIES**  
*As Outstanding as Arrow Shirts*

Made by Cluett, Peabody & Co., Inc.

**"A Better Face in 30 days  
or your money back" says Schick**

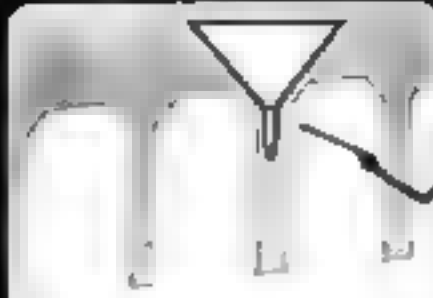
FREE! EXTRA \$1.00 VALUE

Exclusive Whisk-It  
Catchall for Whiskers  
with Captain model.  
Offer good until  
April 30th, 1940.  
(Standard with other  
models.)

SHAVE with the world's fast-  
est dry shaver - get a clean,  
smooth shave - without cuts  
or skin irritation. Out of five  
million dry shavers in use to-  
day over half are Schicks. Here's  
a sporting proposition: Try a  
new Schick Dry Shaver for 30  
days. If you don't find your  
face softer, in better condition  
- go to your Schick dealer  
and he'll refund your money.

Schick Dry Shavers come in 3  
models: The Colonel, \$15.00,  
Captain \$12.50, Pocket Dress-  
ing Room Kit, \$17.50.

WHY A SCHICK  
GIVES YOU  
A BETTER SHAVE



BECAUSE YOUR BEARD FLOWS SMOOTH-  
LY AND EASILY INTO THE EXCLUSIVE  
FUNNEL-SHAPED SHEARING  
SLOT YOU GET A QUICKER, CLEANER,  
CLOSER SHAVE ENTIRELY FREE OF  
ANY SHAVING IRRITATION

**SCHICK DRY SHAVES** THE CIVILIZED  
WAY OF SHAVING

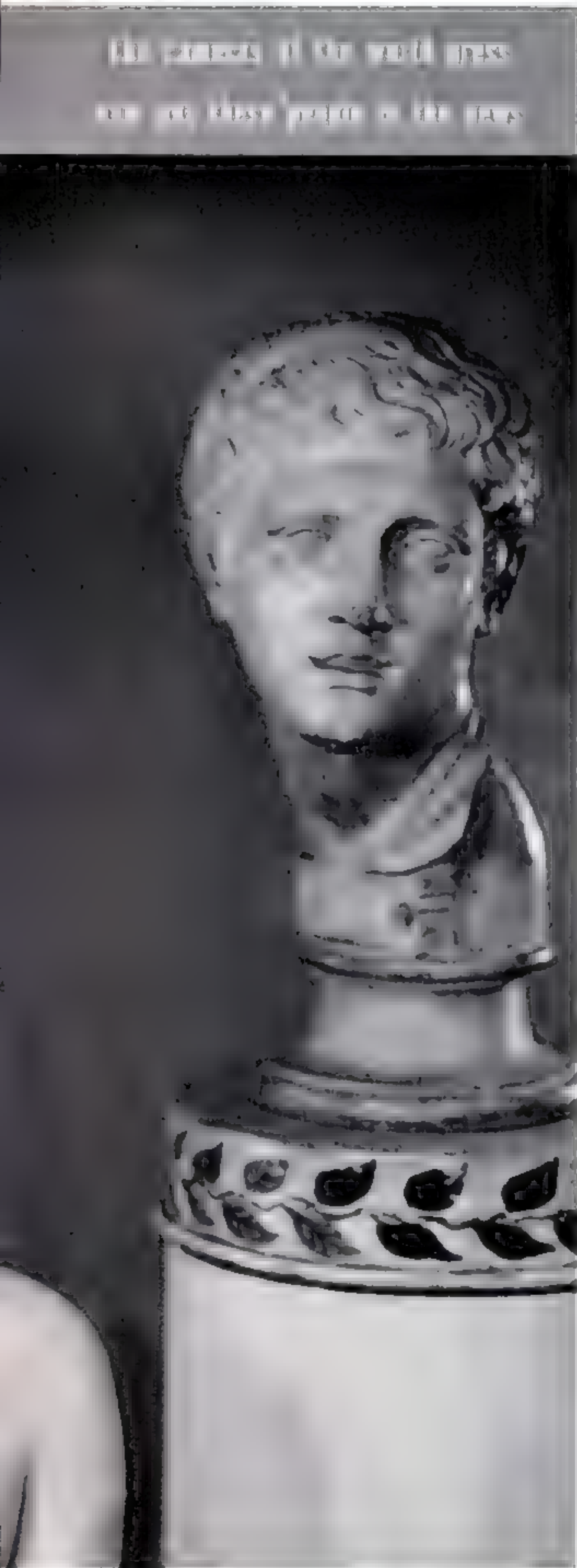
Schick Dry Shaver, Inc., Stamford, Conn. . . Schick Dry Shaver, Inc., has no connection with the Magazine  
Repeating Razor Co., which manufactures and sells the Schick Injector Razor.

**PEOPLE**



Mrs. Anthony Eden, wife of the British Secretary of State for Dominion Affairs, was portrayed in the March 6 issue of *The Tatler* in this startling dishabille. Her hair is curled up with a white, liquid paste to look like a reproduction of a 4th Century B.C. Greek athlete's head at her side. Currently Mrs. Eden is head of the





"All Services' Canteen Club," which entertains lonely Empire soldiers who are on leave in London. Daughter of the late Sir Gervase Beckett, British tanker who left her some \$750,000. Mrs. Boen visited New York in 1938, thoroughly enjoyed herself touring the night clubs. She has two sons, is a leading Mayfair hostess.

CONTINUED ON NEXT PAGE

## WORKING WOMEN



Working at a desk all day, six days a week, may produce hip bulges and fatty thighs. Many career women avoid the appearance of such fatal figure faults by wearing a unique Kleinert Sturdi-Flex foundation. A secret process keeps it *petal-fresh*.

## BUSY WOMEN FIND NEW QUICK WAY TO SCULPTURED FIGURES...AT NEWSWORTHY LOW PRICE



Department-store workers have interesting jobs but do not get enough exercise. Many girls in such positions avoid the appearance of faulty, sluggish figures by wearing a dainty Sturdi-Flex foundation. Though worn all the time, it remains dainty because the rubber is a new kind that is always *petal-fresh*.



Kleinert's, famous for dress shields, is responsible for exclusive process in garment rubber. The new Sturdi-Flex is absolutely *petal-sweet*... wearers are *petal-fresh* and safe all the time. Above is only one of the amazing Kleinert Sturdi-Flex rubber garments. Note outside panel for flattening "tummy bulge," \$2.50.



**FREE!**

FREE 72-PAGE BOOK ON REDUCING, CRAMMED WITH NEW FACTS ON DIET AND EXERCISE FOR IMPROVING YOUR HEALTH AND FIGURE. FLEUR FENTON'S "NOT FOR THE VERY THIN."

*Kleinert's*

485 Fifth Avenue, N. Y. C.

Please send me Fleur Fenton's "NOT FOR THE VERY THIN," valuable 72-page book on reducing, also your free flower bookmark. I enclose 10c to cover cost of mailing.

NAME.....

ADDRESS.....

CITY..... STATE.....

Interesting Fact: Sturdi-Flex is usually found at street-floor Notions Counters.





Time was when Russell was in deadly terror of soap and water. Then his dad discovered how little it costs to buy and operate a Ruud Automatic Gas Water Heater with a Monel tank.

First, the tank inside this heater is made of solid, rust proof Monel. It carries a 20-year guarantee against leaks or failure due to rust or corrosion.

Ordinary tanks don't wear out—they rust out. But rust is something that can never happen in the long life of a Monel tank.

Second, Ruud Water Heaters burn gas, the modern, money-saving fuel.

Don't wait. This very day, ask your gas company,

plumber, or dealer in tank or bottled gas about how easy it is to start Monel-protected Ruud Hot Water flowing from your faucets. Write for free booklet, "Go Gas for Hot Water."

**THE INTERNATIONAL NICKEL COMPANY, INC.**  
73 Wall Street, New York, N. Y.



**RUUD  
GAS  
WATER HEATER WITH  
MONEL  
TANK**



The Countess of Oxford and Asquith, and Lady Baldwin of Bowdley, wives of two former British Prime Ministers and for years members of the inner circle in English social and political life, chatted amiably when they met recently at Westminster Abbey at memorial services for Lord Tweedsmuir, Governor General of Canada.

## TORRID TEST in the TROPICS

TEMPERATURE

98°



### NO UNDERARM ODOR AFTER!

Again, Yodora proves its power to protect in difficult conditions! A nurse supervised this gruelling test, in the Caribbean tropics... Under her direction, Miss M. K. applied Yodora. Then played deck tennis for three hours in the blazing sun! Result... not a hint of underarm odor! Though amazingly efficient, Yodora seems as gentle and silky as

your face cream. It is soft, non-greasy. Yodora leaves no sickly smell to taint your clothing. It will not harm fabrics. 10¢, 25¢ or 60¢ jar, or 25¢ tube. McKesson & Robbins, Inc.

**YODORA**  
DEODORANT CREAM



Lois Andrews, *Scandals* showgirl, became engaged to Comedian George Jessel fortnight ago just before her 16th birthday. Declared Mr. Jessel, 42, whom Norma Talmadge divorced last summer: "I want it distinctly understood that I am no 'letch.'" But on request of Lois' mother, they decided to wait a month before getting married.





Linda Darnell, beautiful 16-year-old starlet who sprang from Dallas to Hollywood in less than a year, arrived in Grand Central Terminal early Easter morning for her first glimpse of New York City. She watched the Easter parade, visited the Zoo and the Empire State Building, went to bed that night a "dual-gum tired" girl.



Sir Charles Allom, London contractor mentioned by Herbert Morrison in Parliament on March 15 as being able to get orders for manufacturers from the Ministry of Supply for a commission, angrily threatened "to thrash" the Labor M. P. Failing to get his hands on Morrison, Allom took it out on the photographer who got this picture.

## "Inside Stuff"



**PEPPER:** Okay, bean pole! One more strike 'n' the goof's through, finished, washed up! Make it fast ...you old screw-ball...I'm tired from bendin'!

**KNUCKLES:** Why don't you get a camp chair, beautiful? As for the goof... count him out! We're as good as in the clubhouse right now!



**PEPPER:** Lookit the sleeves! Boy, oh boy! That's keepin' the old wing in a hothouse!

**KNUCKLES:** Listen here, you half-pint gorilla...these Munsingwear wing sleeves protect my shoulders. Soak up sweat, too! Where'd you be, if my wing ever broke down? Huh?



**PEPPER:** Do your sweatin' on the mound! I like to keep cool off the field, see? Like this ...better than wearin' nothin' at all, too. These SKIT-Shorts give mild support!

**KNUCKLES:** Support?!! What do you think my SKIT-Trunks give? I can't rely on you for "support" when the chips are down...so I wear Munsingwear! Tie that one, lug!

Munsingwear Knitted SKIT Shorts, 50c and 75c  
Munsingwear Knitted SKIT Shirts, 50c and 75c

Munsingwear Knitted SKIT Winger Shirts, 75c and \$1.00  
Munsingwear Knitted SKIT-Trunks . . . 50c and 75c

## MUNSINGWEAR

*Fit That Lasts!*

MUNSINGWEAR, INC. • MINNEAPOLIS • NEW YORK • CHICAGO



# NEW AIR TACTICS

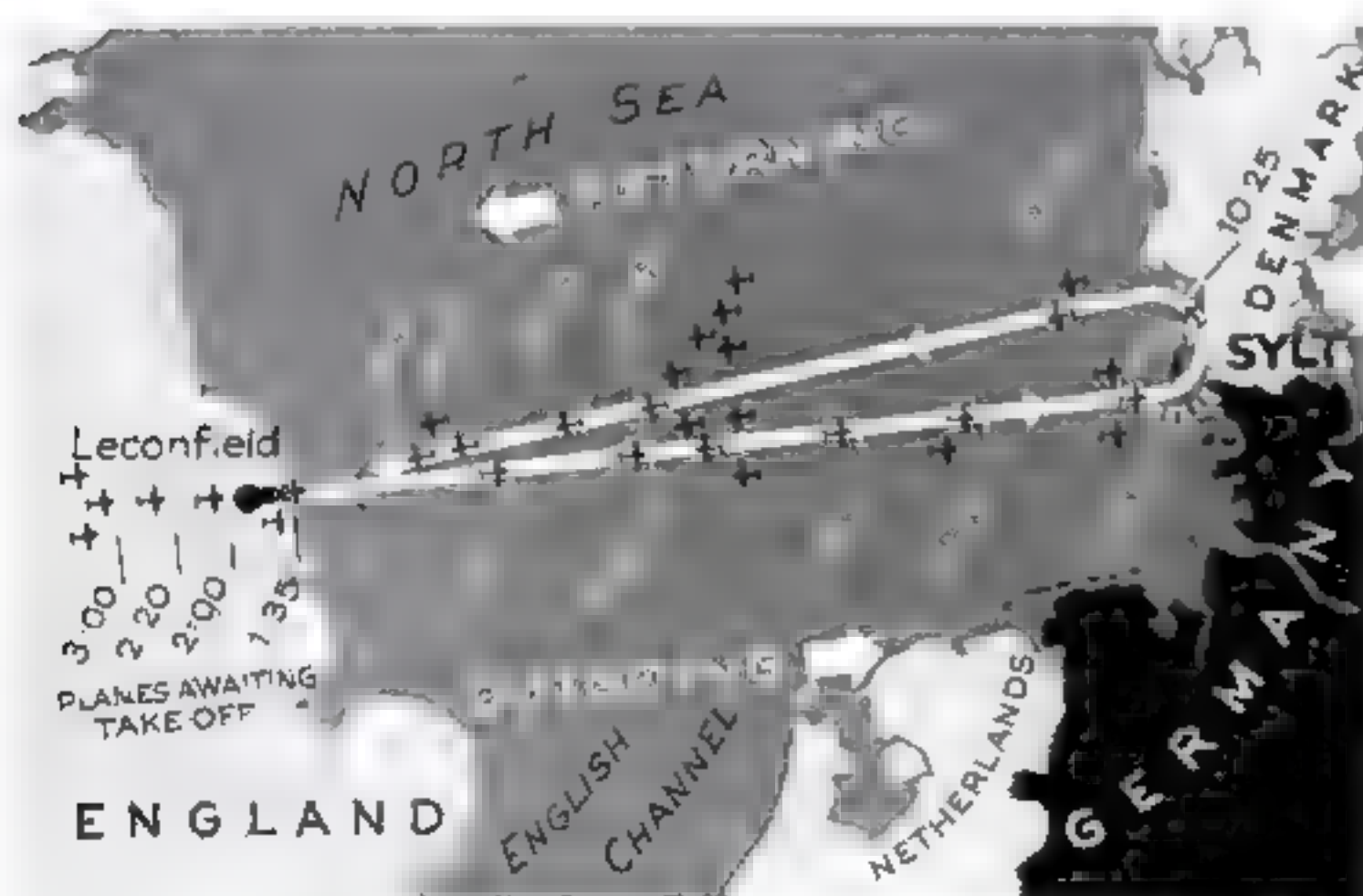
## SURPRISE WAS BIG FACTOR IN R.A.F. RAID ON SYLT

by MAJOR GEORGE FIELDING ELIOT

**T**he British bombing raid on the German air base at Sylt, on the night of March 19-20, for the first time brought new aerial tactics into this war. Its military importance lay less in what it actually accomplished by way of destruction than in how it was carried out as a serious attack on the enemy.

Though the tactics of the Sylt raid were new, the principles behind them were as old as warfare. Of these principles, that of *concentration* is perhaps the foundation—the idea expressed in the homely language of Nathan Bedford Forrest as “gittin’ thar fust with the mostest men.” The second primary principle may be said to be that of *offensive action*—that decisive results are to be achieved only by decisive operations—with concentrated force against a decisive objective. The ancillary principles of *mobility* and of *surprise* contribute to the principle of the offensive. Finally, there is a third general principle—*security*—which requires that, while concentrating one's force for offensive action against the enemy's vital interests, no vital interests of one's own are laid bare to the enemy's blows. These principles are just as applicable to air warfare as to any other form of conflict. In their application to the immensely varying situations of warfare lies the scope of a commander's genius.

Air operations between Britain and Germany across the North Sea since the start of the war illustrate both where these principles have been followed and where they have been ignored. In the British daylight raid on Helgoland, on Sept. 29, R.A.F. bombers attacked in force but without a fighter escort and in daylight. Insufficient surprise and insufficient attention to security resulted in repulse with severe losses. The German raid on Scapa Flow, on March 16, was a daylight raid with the objective of injuring the ships of the British fleet. Security was sought by first attacking the base of the defending fighter aviation in the Orkney Islands. The German losses were small and some damage was inflicted on the British fleet, but the force employed (14 bombers) was not large enough for decisive results. The British night raid on Sylt, on the other hand, was a true concentration producing that continuity of effort which alone can be expected to yield worthwhile fruits. There was almost complete surprise not only in the initial attack but also in its duration as wave after wave of British bombers kept flying it for nearly five hours. An air force striking across a large body of water can almost always surprise a position on or near the coast, since the two chief defensive means (fighter aviation and anti-aircraft artillery) both require a certain period of warning in order to reach their maximum efficiency. This warning must come from properly established warning stations, which ascertain the course, speed and height of the approaching enemy in advance. This can rarely be well done by ships at sea whose own positions are uncertain, constantly changing and subject to weather conditions. It requires fixed outposts whose positions in relation to those of the guns and aeroplanes of the defenders are accurately known. In the Sylt raid, the surprise was aided by the fact that the attack was made at night, which also adds greatly to the security of the attacking force, since its worst en-



British air-raid timetable shows positions of all Sylt bombers at 10:30 p.m. on March 19. Time by each plane tells hour that it arrived over Sylt. The raid lasted from 8 p.m. through to 3 a.m. At right: German searchlights and anti-aircraft fire harry a British bomber





"250 Degrees!—why that's past boiling point!  
Do Tires really get that hot?"

"Yes, Mrs. Baker—ordinary tires do,  
and it's this internal friction heat  
that causes sudden failures and  
most high speed Blowouts!"



Higher speeds — smaller wheels require a tire  
that will **STAY COOL!**

Here it is... BUILT ON 3 ENTIRELY NEW SAFETY PRINCIPLES

**1. Blowout-causing heat expelled from tire's vitals by exclusive Seiberling "Heat Vents."** When an ordinary tire fails at high speed, nine times out of ten, internally-developed heat is the immediate cause. Because rubber is a poor conductor this friction-heat often builds up until it causes trouble. Seiberling offers you the **ONLY** tire that actually *expels* this destructive heat,—a tire that's safer because it always runs cooler.

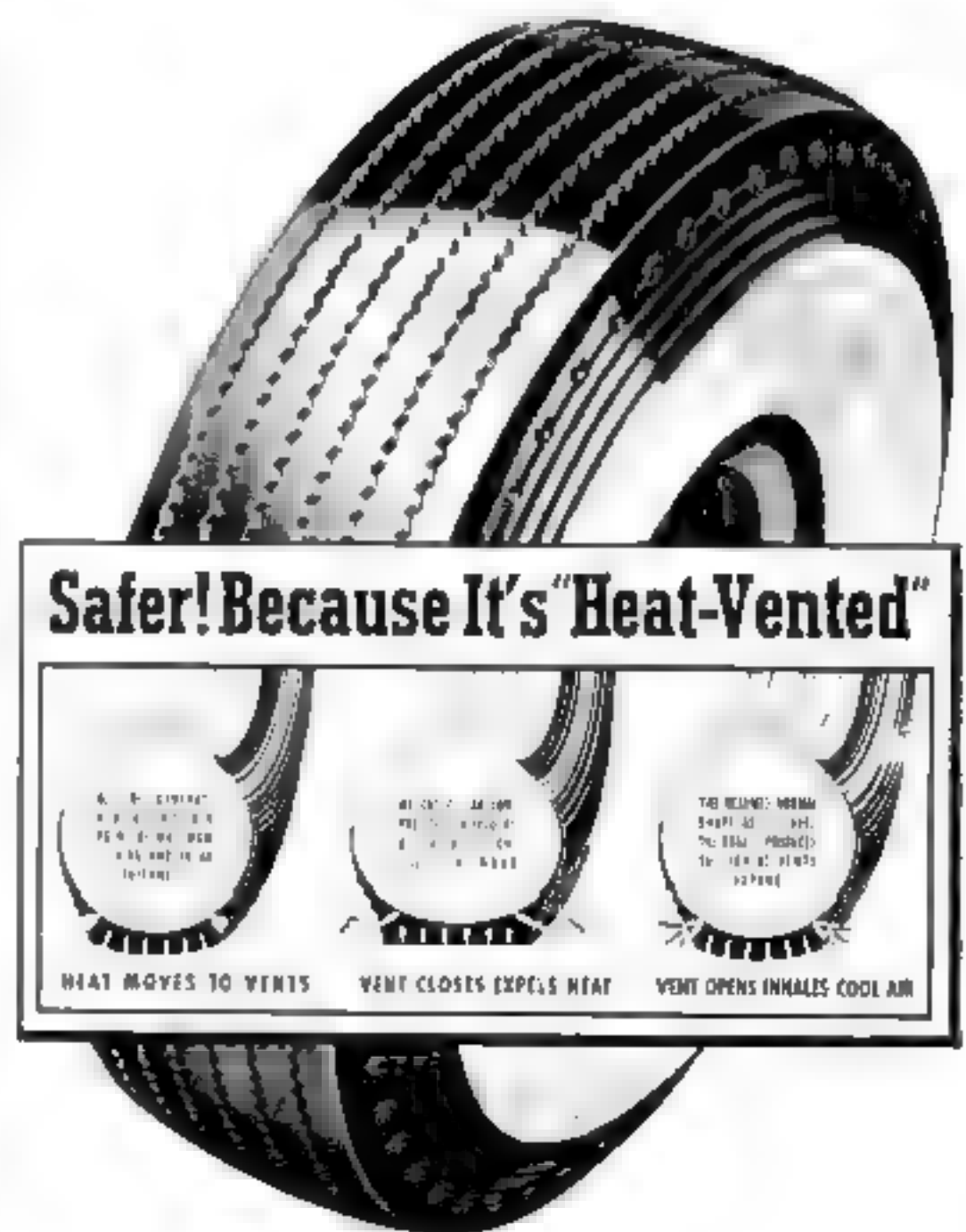
**2. Safer, quicker stops assured by unusual "saw-tooth" tread.** Because its teeth are sheathed like the claws of a cat while your foot is on the accelerator, this tread runs exceptionally quiet. But the instant you touch the brakes, this tread "sticks out its claws"—digs into the road and brings you to a safe, quick stop. Because of its "saw-tooth angles" this Seiberling tread also has exceptional resistance to side-skid. Result:—greater safety and longer tread wear.

**3. Maximum protection against stone bruises and carcass failure in its exclusive "Saf-flex" Cord body.** Rarely seen when it occurs, a rupture in the cord body of a tire often remains a lurking danger for days or weeks. Then suddenly it lets go under the strain of high speed driving or a sharp, fast curve. "Saf-flex" Cord has nearly twice the resistance of ordinary cord to rupture and bruising. That's why we call it our "Safety-Tire."

See this remarkable tire in action. Now being demonstrated by your Seiberling Dealer. He's also offering generous, "early-season" trade-ins NOW... Take advantage of them.

*The*  
**SEIBERLING**  
**SAFETY TIRE**

IT LASTS LONGER BECAUSE IT RUNS COOLER







**THIS** is the bike they're all saying nice things about. But it's just one of dozens of different models, Schwinn-Built for boys and girls, men and women, everywhere.

See them all in the 1940 book-

let of Schwinn-Built Bicycles, every one guaranteed for life.

Send for your copy of this beautifully illustrated free booklet today. Address: Arnold, Schwinn & Co., 1732 N. Kildare Ave., Chicago.



HER FIRST WORDS  
Captured by  
RECORDIO

A precious moment, that . . . a moment whose memory remains fresh for years to come, when you have this recording radio. For RECORDIO is always ready to record the voice, the laughter, the music of a loved one . . . to make them yours to hear forever. See the "Triple Treat" radio, RECORDIO, at your Wilcox-Gay dealer. Priced from \$74.50.

Entertaining! Get this FREE booklet at our dealers or write today

**WILCOX-GAY'S  
Triple Treat RECORDIO**

1. An Exceptionally Fine Radio
2. A First Quality Phonograph
3. A Record Maker Unsurpassed

**WILCOX-GAY  
CORPORATION  
CHARLOTTE, MICH.**



Major objective of raid was Hörnum on the southern tip of Sylt, used by German seaplanes to bomb English coastal shipping and Scapa Flow. Photo shows: (A) the

emy, fighter aviation, is seriously if not fatally handicapped by darkness, and the effectiveness of anti-aircraft artillery is greatly reduced.

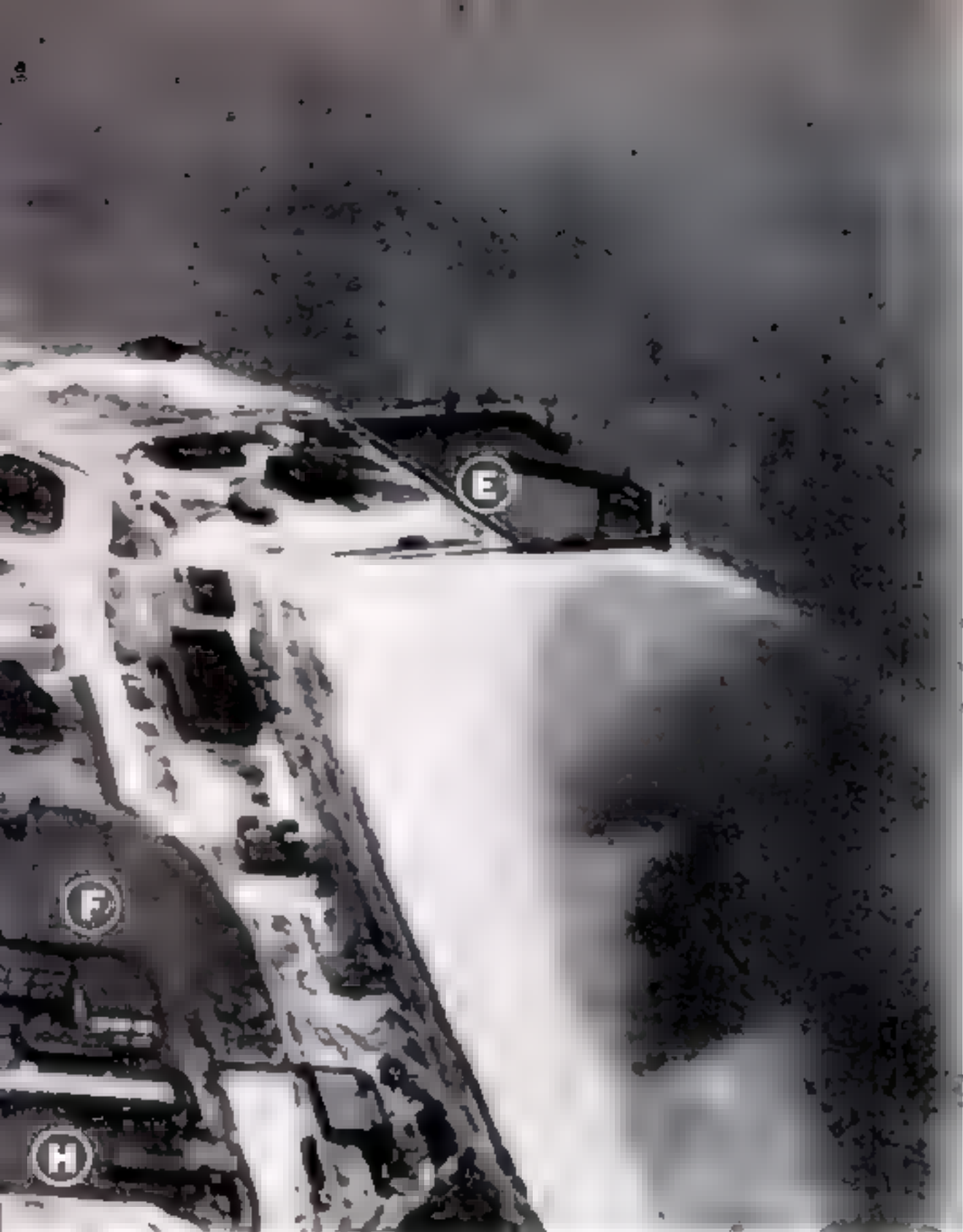
The British employed more than 30 bombers, which came in to attack singly or in pairs, at varying intervals. On one occasion, several bombers attacked from different compass bearings and were undoubtedly operating, according to plan, at different levels also. It may be assumed that the homing bombers returned at a lower level than those coming out, to avoid interference and to confuse German naval patrols out listening for fresh attacking elements.

Sylt is both a landplane and a seaplane station. The targets were the seaplane crane and ramps, the hangars, the naval station at List, the Hindenburg Dam with its railway connecting Sylt with the mainland, oil and ammunition storage, barracks, anti-aircraft defenses and radio station, as well as planes themselves and floating equipment. The amount of damage accomplished is a matter of dispute. On the one hand, it is



Bombers first saw Hörnum as they circled it from behind. Thus targets faced in opposite direction to those in photograph above. Bombardier, looking through Wimperis bomb sight, had only to press release button in right hand to let go his cargo.

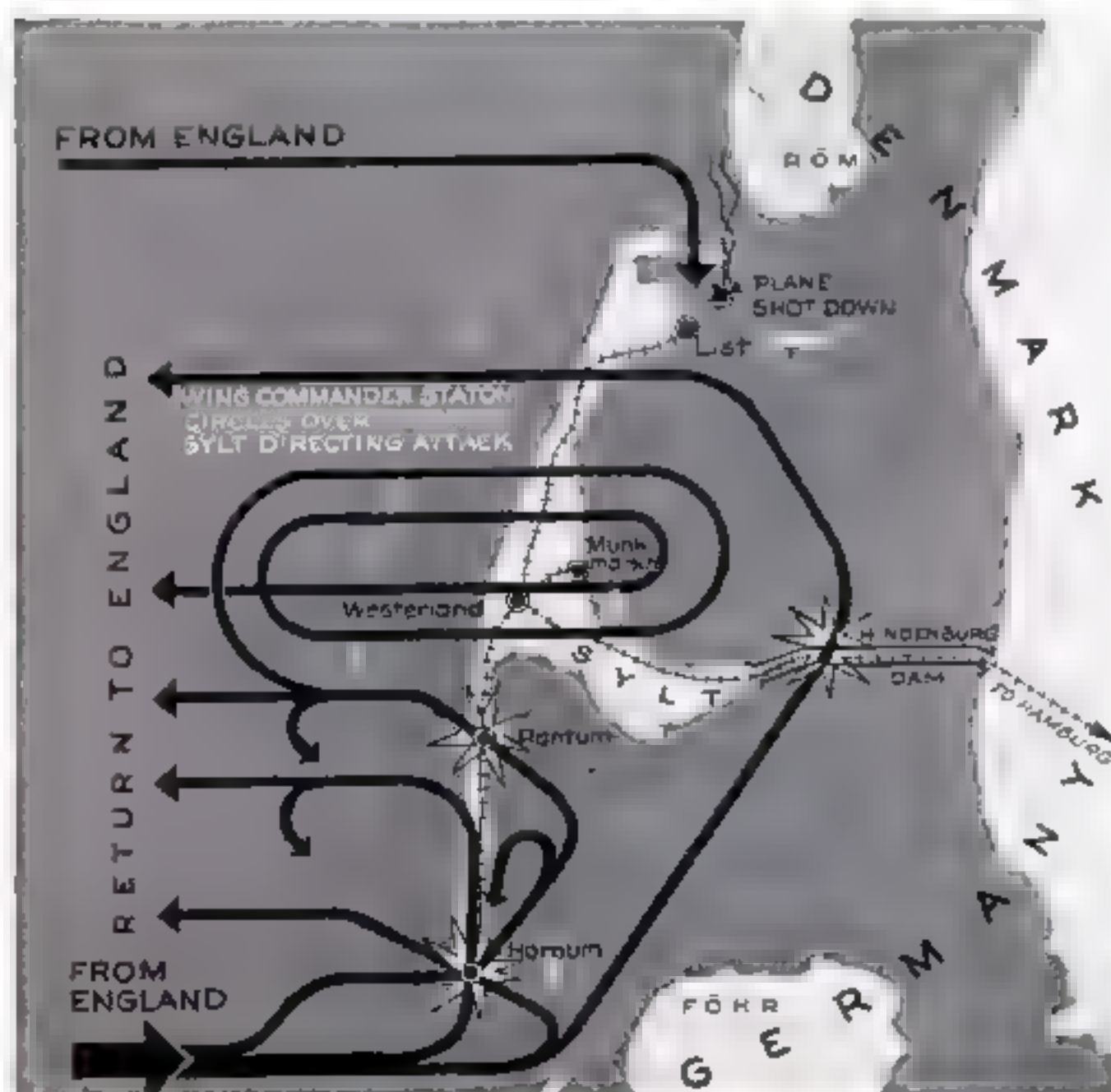




wireless station reported hit, (B) two hangars reported hit, (C) four flying boats, (D) crane, (E) the harbor, (F) repair hangar, (G) barracks and (H) transport sheds.

difficult to accept in toto the British claims made by participating officers. On the other, there seems something out of order in the German attempt to convince the world that three American newspaper correspondents had seen all of Sylt and reported trifling damage.

We have, however, seen at last a serious, if not very large British air attack on a protected German base. It may be the first of many, thus marking a gradual change of British air policy toward the offensive. We are probably, if the air war continues to expand, going to see a great deal more in the way of night bombardment. Greater emphasis than ever will be placed on the factor of surprise and, to offset surprise, on the extension by technical and tactical means of the radius of operation of warning nets. New weapons and instruments will be developed. But in the end the modern air force will serve those best who employ it in accordance with the ancient principles, by which man has ever sought and must ever seek to overcome his enemies when he takes up arms.



Bombers attacked Hörnum first, then Rantum (plane base), Westerland (railway junction), Munkmarsch (port), and Hindenburg Dam. One was shot down over List, naval base. Wing Commander Staton, an early comer, directed later planes by radio.

## Nettleton YOUNG MEN'S SERIES



AMBASSADOR - 807  
Rugged, "all-purpose"  
pattern for town, campus  
and country. One of the  
new series. **\$9.85**

STYLE  
FOLDERS  
MAILED  
ON  
REQUEST

Nothing else like it east or west of Suez! In this "Special Series" Nettleton has created the first group of really fine shoes to fit into the Lives and Budgets of well-dressed Young Americans. If you've never known what it means to wear the kind of shoes Nettleton makes, let just \$9.85 introduce you to the most satisfying shoe experience of your life! A. E. Nettleton Co., Syracuse, N. Y.

Men like to say they wear them

## Right Dress! when it Rains ...by ALLIGATOR of course!



**Style in the Rain—Utmost Protection, Too!**  
—Have Both! Get an Alligator Raincoat!



THESE handsome fashions are a far cry from the raincoats of old! Highly styled and highly protective! Alligator quality is your guarantee of long life and lasting protection. See them all—get yours today. The Alligator Co., St. Louis, Los Angeles, New York.

**\$5.75 to \$26.50**

...AT BETTER DEALERS EVERYWHERE





And...

**HIGHEST AWARD OF ALL**  
—the World's Patronage!

DIFFERENT—delicate—subtle—that's why BACARDI won the world's acclaim. For 78 years BACARDI Gold Label has been supreme for tropic mellowness, liqueur smoothness and delicious taste. Drink it straight—or in soda, in an old-fashioned, or Collins, and savor the flavor!

There are four popular Bacardi types: Bacardi Gold Label and Bacardi White Label, the finest rums of Cuba... Bacardi Amber Label and Bacardi Silver Label, Puerto Rico's finest, at a saving.

**BACARDI**

The world's finest RUM. 89 Proof

**THERE'S A DIFFERENCE WORTH KNOWING!**

Distributed by Schenley Import Corp., N. Y. C. Copr. 1940



The Duke of Iron (left), Harlem Calypso specialist, sings: *Always marry a woman uglier than you*. The hands that accompany singers are small but they play loud.

## OLD CALYPSO SONGS FROM TRINIDAD ARE NOW BECOMING A NEW U. S. FAD

Until five years ago, few Americans knew a curious kind of music called "Calypso" which is the national music of Trinidad. Sung in a thick West Indian Negro accent, Calypso found a small but intense U. S. audience when Decca began selling Calypso records in 1935. With this audience showing signs of growth Varsity, a rival of Decca, has started making Calypso records.

Calypso is sung to insistent rhythmic accompaniment by Trinidad musicians with raucous voices and wonderful names like The Lion, The Growler, The Caresser, Atilla the Hun. They have no regard for conventional rules of rhyming or scanning but take great pride in their ability to improvise on any subject without preparation or hesitation. Their best songs are topical.

When Edward VIII abdicated, The Caresser sang: *It's love, it's love alone, That caused King Edward to leave the throne.* When Roosevelt stopped at Trinidad in 1936, Atilla the Hun honored the occasion with:

*When Roosevelt came to the land of the humming bird,  
Shouts of welcome were heard.  
His visit to the island is bound to be  
An epoch in local history.*

Sometimes songs are considered obscene or subversive by fussy Trinidad authorities. Singers often use their songs to complain about local officials but are vastly loyal to the Empire. Popular now are anti-Hitler songs like *Hitler Demands:*

*Ah, Mr. Hitler you playing mad  
But let me tell you this, me lad.  
You say you tough and strong enough  
But to me you only pelling bluff.*

One service Calypso singers render is a sort of musical advice to the lovelorn. A recent bit of Calypso wisdom runs:

*If you want to keep your wife  
Buy a copy of the magazine called LIFE.*

Get a Grip  
on Yourself  
with



**CAT'S PAW**

RUBBER  
HEELS  
AND  
SOLES

STOP SLIPPING INSTANTLY!

**DAVEY  
TREE EXPERTS**



RELIABLE, ECONOMICAL, LOCAL SERVICE  
Save Your Trees—or Plant Big Ones

KENT, OHIO

and in your neighborhood

*Martina L. Davis*  
President

## THIS MONTH IN FORTUNE

Allied Purchasing Commissions... the first full account of British and French buying in the U.S., revealing that the Allies are relying on U.S. industry only to fill temporary gaps in their war machinery while their own industries concentrate on holding the domestic and export markets.

The FORTUNE Survey XXIX... reporting on what next fall's voters wish to spend more money and on what they wish to spend less, and showing also just what kind of new taxation the public prescribes for itself to pay the bill.

We, the People... a signed article in which Wendell L. Willkie announces his "Political Platform for Recovery."

And: The Sixth FORTUNE Round Table... Standard Oil Co. (N. J.)... The Weather... Red Hook Houses... Early American Old Spice... Pratt & Whitney... Business-and-Government Editorial

FORTUNE is sold by subscription only at 336 East 22nd Street, Chicago, Illinois. The price is \$10 a year.

**Marlin**

**HIGH SPEED  
BLADES  
TWENTY FOR 25¢**

SINGLE EDGE  
15 AND 25¢

MORE CLEAN SHAVES FOR YOUR MONEY! BUY THEM AT OUR RISK.  
Money back if not Satisfied!

GUARANTEED BY  
THE MARLIN FIREARMS COMPANY  
NEW HAVEN, CONN.

FREE: Write MARLIN, 27 Willow St., New Haven, Conn.





Calypso carnivals take place in Harlem at same time as Calypso festivals in Trinidad. Negroes from Trinidad come to sing, watch masked players act satirical skits.



Masked dancers perform before big audiences who renew home ties by eating pay-lou, Trinidad dish of rice and chicken. A favorite beverage is whisky in orange pop.



**NOW!**  
**SCULPTURED**  
**FIT . . . in your**  
**undies, too . . .**

**WARDS OWN RUN-RESIST**

*Beau-Dura*

**UNDIES...MADE OF SPUN-LO**

**THE BETTER RAYON FABRIC**

They're sized to fit your hips—so Wards Beau-Dura's fit snugly, and with complete comfort, under all your new clothes. Their famous Spun-Lo Rayon knit thrives on tubbing and stubbornly resists shrinking, stretching and fading! And like all other Ward lingerie, Beau-Dura's are priced to save you money.

**39c**  
 Regular sizes  
 Extra sizes, 49c

*Four tailored styles—briefs, flared or cuffed  
 panties, or bloomers. Hygienically cello-  
 phane packed. Look for the pink and blue  
 package in your Ward Store.*

*Montgomery Ward*  
 U.S.A.





**Out of a trap, in a cloud of dusty sand, pops Grace Amory's ball.** Her form is almost perfect. With straight right arm, she hits well behind the ball, explodes it from trap.

**A smooth iron shot** is made with a long, full swing. Her backswing is slow and studied but the downswing is fast. She always sticks out her tongue when hitting the ball.



**Using a heavy hammer-type putter,** she watches her ball trickle into the cup. Putting is a strong part of her game. Daily she spends hours practicing it on the smooth Seaside greens.

**On the drive,** she really clouts the ball, gets a long, full hip swing into far corner. Her follow through (below and right) is much higher and longer than almost any other woman golfer's.







For golf, Grace Amory always wears a red visor hat, of braided matted straw, which she bought in Scotland. With this go a white polo shirt and a blue cashmere sweater

## *Life Calls on Golfer Grace Amory*

at the exclusive Seminole Club in Palm Beach

**M**ost good women golfers look like fireplugs. They are squat and stolid, with pudgy round faces and piano legs. Unlike girl swimmers and tennis players, they have almost no sex appeal.

Rare exception is long-legged, 24-year-old Grace Amory of West Palm Beach and New York, stepdaughter of Herbert Pulitzer. Called the world's best-dressed woman golfer, she is a vision of loveliness whenever she steps out on the course. She is also a great player. With her long arms and perfect timing, she hangs a tremendously long drive. In Southern tournaments this winter and spring, she has won the medal three times, continually shot under 80.

Fortnight ago, LIFE Photographer Ralph Morse called on Miss Amory, followed her on a round of golf at exclusive Seminole Golf Club 10 miles outside Palm Beach. This club is one of the most beautiful in the South. To its 158 rich members, it offers a tough, deeply trapped golf course, a concrete swimming pool, gay beach cabanas, indoor and outdoor dining rooms, and four tennis courts.



The Seminole Golf Club, founded in 1929, is a rich man's hangout. Membership costs \$1,000 and dues \$200 a year. Both Grace Amory and her stepfather are members.



Look **WORN?**  
Feel **T-I-R-E-D?**



**FRESH YEAST**  
to help digestion  
**VITAMINS** for vitality  
**TOGETHER**  
they can help brace  
you up again

*Does it show in your face—  
that you feel peopless? Do  
little digestive upsets steal  
your vitality?*

Then why don't you try adding  
the new Fleischmann's High-Vita-  
min Yeast to your daily diet?

The vitamins and the fresh yeast  
work together, scientists say, to  
help build people up.

The fresh yeast stimulates slow  
digestion and speeds up the assimila-  
tion of food. Laboratory tests have  
shown this is an action of the yeast  
itself—entirely distinct from known  
vitamin action.

The vitamins are needed for steady  
nerves and vitality.

Only in Fleischmann's High-Vita-  
min Yeast can you get such an abun-  
dant supply of the 4 important vita-  
mins, A, B<sub>1</sub>, D and G, and all the  
vitamins of the amazing Vitamin B  
Complex.

Begin now! Eat 2 cakes every day.  
See if you don't start feeling more  
energetic, if you don't look better,  
too, in a short time.

Let this Fresh Yeast  
give you  
*double*  
help...



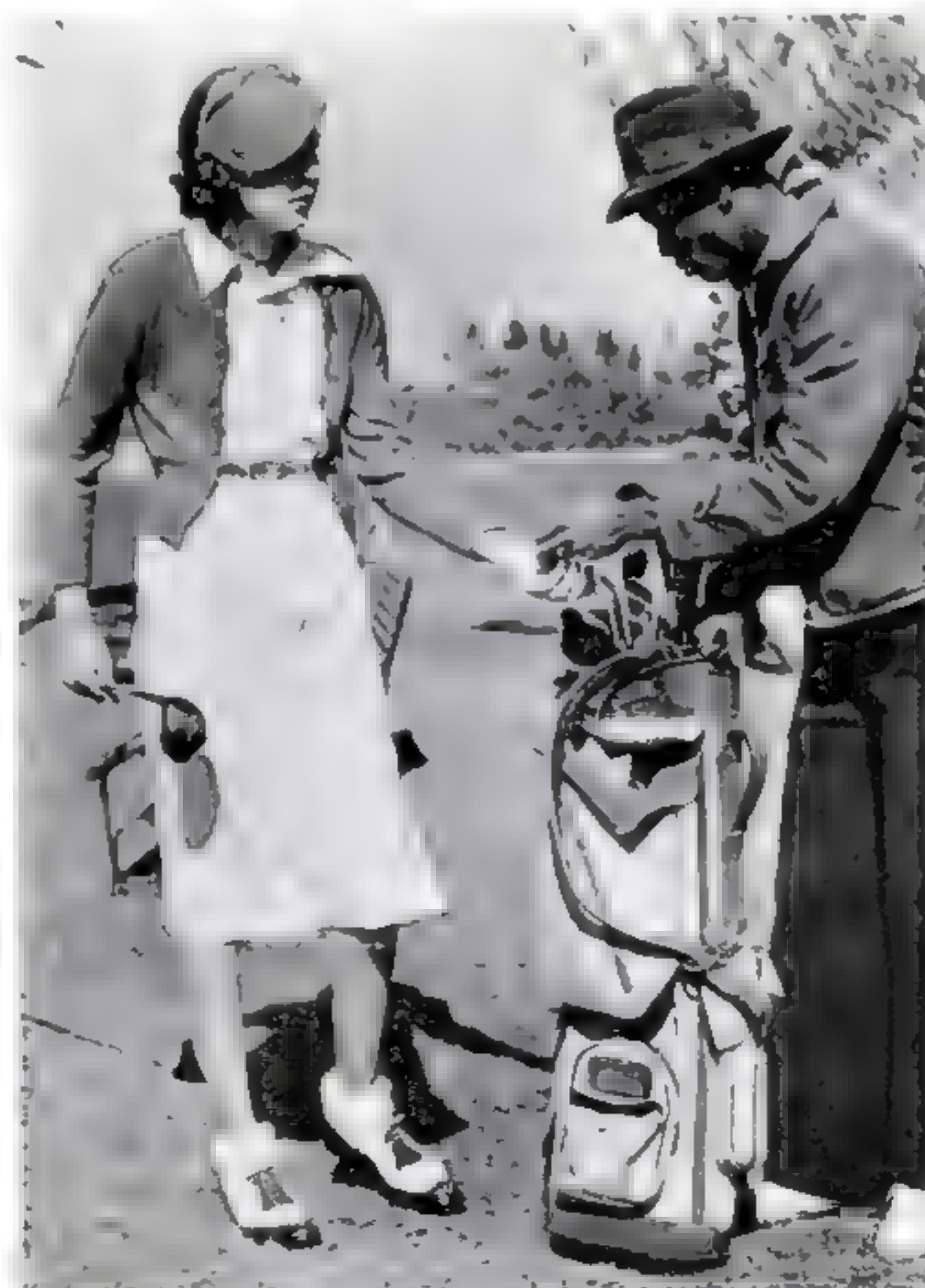
**Fleischmann's  
HIGH-VITAMIN YEAST**

Copyright, 1940. Standard Brands Incorporated

## Life's Golf Game (continued)



View from dining terrace of Seminole Club shows palmetto palms, bright green turf  
and first tee. In the distance are deep sand traps, for which the course is famous.



On first tee, Grace Amory gets her brand-new ball from Robert, her caddy. Rob-  
ert is tremendously loyal, would rather caddy for Grace than for anybody else.

Let your husband  
run his thumb on this  
**Geneva Forge knife**  
then tell him it only cost **10¢**

HERE'S amazing news about  
kitchen knives. Geneva Forge now  
makes extra-hard Stainless Steel  
Knives, with imported Cocobolo  
handles, *non-staining*—at dime  
store prices! Friend husband will  
think you're the world's best  
shopper. Just look for the  
Geneva Forge emblem with  
stars on the blade. At dime  
and hardware stores.

Geneva stainless steel blades are  
furnace-hardened and drawn-tem-  
pered. Geneva Cocobolo handles  
are specially processed to prevent  
"staining." Paring knives are 10¢ to  
25¢. Butchers and slicers 25¢ to 50¢.

GENEVA FORGE, INC.  
Sales Offices, 1948 N. Cicero Ave., Chicago

**GENEVA  
FORGE**  
Cutlery

AT ALL 10¢ AND  
HARDWARE STORES

**FORTUNE** writes of Business as no  
other magazine can—in the lively  
realities of plans, policies, problems  
and people.

**UNBEATABLE FOR YOUR  
ROSES AND OTHER  
GARDEN FLOWERS**

Gather bigger, finer blooms  
with richer color, stronger stems  
and healthier foliage over longer  
blooming season. Feed roses with  
Fulton's PLANTABBS—the concen-  
trated, balanced, complete FOOD plus  
Vitamin B<sub>1</sub>. Equally effective on all  
other garden flowers, potted plants,  
window boxes, cuttings, seedlings and  
in preventing transplanting shock.

NOTE: Do not confuse Fulton's PLANTABBS  
with other preparations that merely supply  
Vitamin B<sub>1</sub> (whether in tablet, powder or liq-  
uid form). Vitamin B<sub>1</sub>, by itself is not a ferti-  
lizer and does not take the place of fertilizer.

Fulton's PLANTABBS  
are the only tablets avail-  
able which contain com-  
plete plant food and all  
of the Vitamin B<sub>1</sub> needed.

No odor—no mess—always fresh  
ready for use. Get amazing re-  
sults or money refunded, without  
question. At Dealers in 25¢, 50¢  
—\$1.00 and \$3.50 boxes or mail  
order from PLANTABBS CO.,  
70 W. Biddle St., Baltimore, Md.

**FULTON'S  
PLANTABBS**  
Odorless Plant Food Tablets  
Containing Vitamin B<sub>1</sub>

CONTINUED ON PAGE 185





# Five Great Whiskies Skillfully "Wedded" into One

IF YOU SIPPED these 5 whiskies separately, the rare quality of each would delight you—but you'd miss the contribution of the other four. In Golden Wedding you get the fuller, richer enjoyment of all five whiskies skillfully "wedded" into *one* superb whiskey.



## GOLDEN WEDDING WARRANTY

We warrant that Golden Wedding, at its reduced price, is the same luxurious whiskey it has always been. It is a whiskey—five great whiskies skillfully "wedded" into one—every drop 4 years or more old.

No other whiskey has the reputation of Golden Wedding—It "Has Had No Peers for 50 Years."

Copyright 1940  
Jas. S. Price & Co., Inc.,  
Denver, Pa.

A Blend of Straight Whiskies—90 Proof. As you prefer—in Bourbon or Rye. The straight whiskies in this product are 4 years or more old. 11%, one straight whiskey 3 years old 2%, one straight whiskey 6 years old. 1%, one straight whiskey 11 years old 86%, two straight whiskies 4 years old.



Now  more than ever—  
you'll want **Frigidaire**

**NEW** design  
**NEW** convenience features  
**NEW** low prices

Frigidaire—the greatest name in refrigeration—shines with more brilliance than ever as the big, beautiful bargain of the year!

Thrilling new features, marvelous new conveniences are now yours in America's favorite refrigerator, *at the lowest prices in Frigidaire history!* Just imagine! You can own a genuine 1940 6 cu. ft. Frigidaire for little more than \$100!

See the greatest Frigidaire of all time at your Frigidaire Dealer's. Compare Frigidaire's Quality with that of any other refrigerator at any price—bar none! See how it keeps food safer and freezes ice faster at lower current cost than ever before!

Then take a look at the dozens of Frigidaire features that give the utmost in food-storage convenience. Look inside the mechanism and cabinet walls for the story of sturdy, long-lasting durability and silent efficiency. And see how Frigidaire includes its greatest de luxe features in *even the lower-priced models*.

Yes, we're proud of this year's Frigidaires... proud of their handsome appearance and greater value... proud of their advanced engineering and fine precision workmanship! But above all, proud to bring Frigidaire quality to *every* family at new low cost!

FRIGIDAIRE DIVISION

General Motors Sales Corporation, Dayton, Ohio . . . Toronto, Canada

#### Complete New Series of FRIGIDAIRE COLD-WALL MODELS at New Low Prices!

The greatest refrigeration advance in 25 years—Frigidaire's Cold-Wall Principle, already proven by the experience of thousands of enthusiastic users—is now available at lower prices than ever before. Only Frigidaire has this famous new principle, which *coats through the walls*, saves precious vitamins in foods—preserves the freshness, flavor and color, days longer. *And you don't even have to cover food!* Ask your Frigidaire dealer for a Cold-Wall demonstration.

#### See Why FRIGIDAIRE IS a BETTER BUY!



**Double Easy Quickcube Trays** come loose and cubes pop out instantly. No hacking, no melting under faucet. No "gadgets" to lose or misplace. *Greatest ice convenience ever offered.*



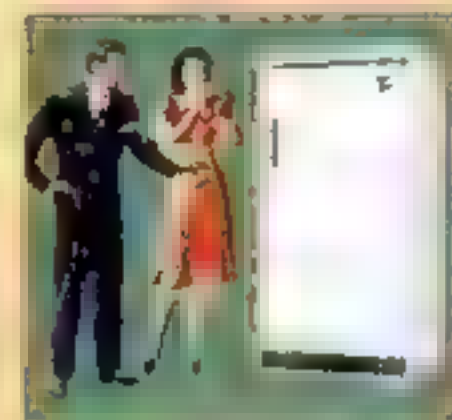
**Glass-Topped Food Hydrators** guard freshness of fruits, vegetables, perishables, so amazingly you actually see dewy moisture on the glass covers. Preserve color, flavor, for days longer.



**New Stainless Chromium Shelves** dramatize the beauty of the Frigidaire interiors with bright, mirror-smooth luster. Rustless and sanitary. Stay new and bright for years. Cleaned in a jiffy.



**Extra-Large Meat Tender** slides out like a drawer. Saves many food dollars every month by proper, protecting all kinds of fresh meat and fowl. Also stores up to 100% extra supply of ice cubes.



**One-Place Steel Cabinet** built to last a generation, seals in the insulation and prevents "water-logging" that destroys cold-keeping efficiency. Easiest of all cabinets to keep spotlessly clean.



**Meter-Miser**...simplest cold-making mechanism ever built. Self-oiling, self-cooling. Silent, efficient—uses less current than ever before. Exclusive F-114, safe, low-pressure refrigerant.

#### A WORD OF CAUTION

Some stores may use the name "FRIGIDAIRE" loosely to identify other makes of refrigerators and thus confuse the public. Don't be fooled! If a refrigerator does not bear the "FRIGIDAIRE" nameplate, it is *not* a FRIGIDAIRE and will not offer the advantages set forth in this advertisement.

FRIGIDAIRE is the trade-mark of the refrigerator manufactured by the Frigidaire Division of General Motors—world-wide leaders in the refrigerator, range and motor car industries. Be sure the store you go to sells FRIGIDAIRE, made only by General Motors.



Buy the Favorite  
**Buy Frigidaire**





With long, languid strides, Grace walks down a fairway on the front nine. Close to her side is her Hungarian pointer, Dendi, who accompanies her when she plays.



Dendi's pet trick is jumping high over a golf club. He is so perfectly trained he never strays over the course, never moves or barks when Grace is making a shot.

## Now you'll know what springtime tastes like

It's young, it's  
new, it's cool,  
thrillingly  
alive...



You're due for a new sensation the day you change to Squibb Dental Cream...the dentifrice that helps you renew, as often as you like, that important feeling of freshness...the cool April taste in your mouth.

It cleans and polishes thoroughly yet ever so gently, and there's concentrated Squibb Milk of Magnesia in it...to neutralize bacterial acids when it comes in contact with them...acids that might harm teeth.

And so important to us is the purity and safety of Squibb Dental Cream, it must pass 239 separate tests to qualify for the Squibb control number, recorded for your protection, on each tube or carton...another good reason to specify Squibb the next time you buy.

**SPECIAL OFFER**  
Ask your druggist for  
the new Economy  
Package of Squibb  
Dental Cream con-  
taining two tubes at  
a substantial saving.



\*Taste and feel the refreshing difference!

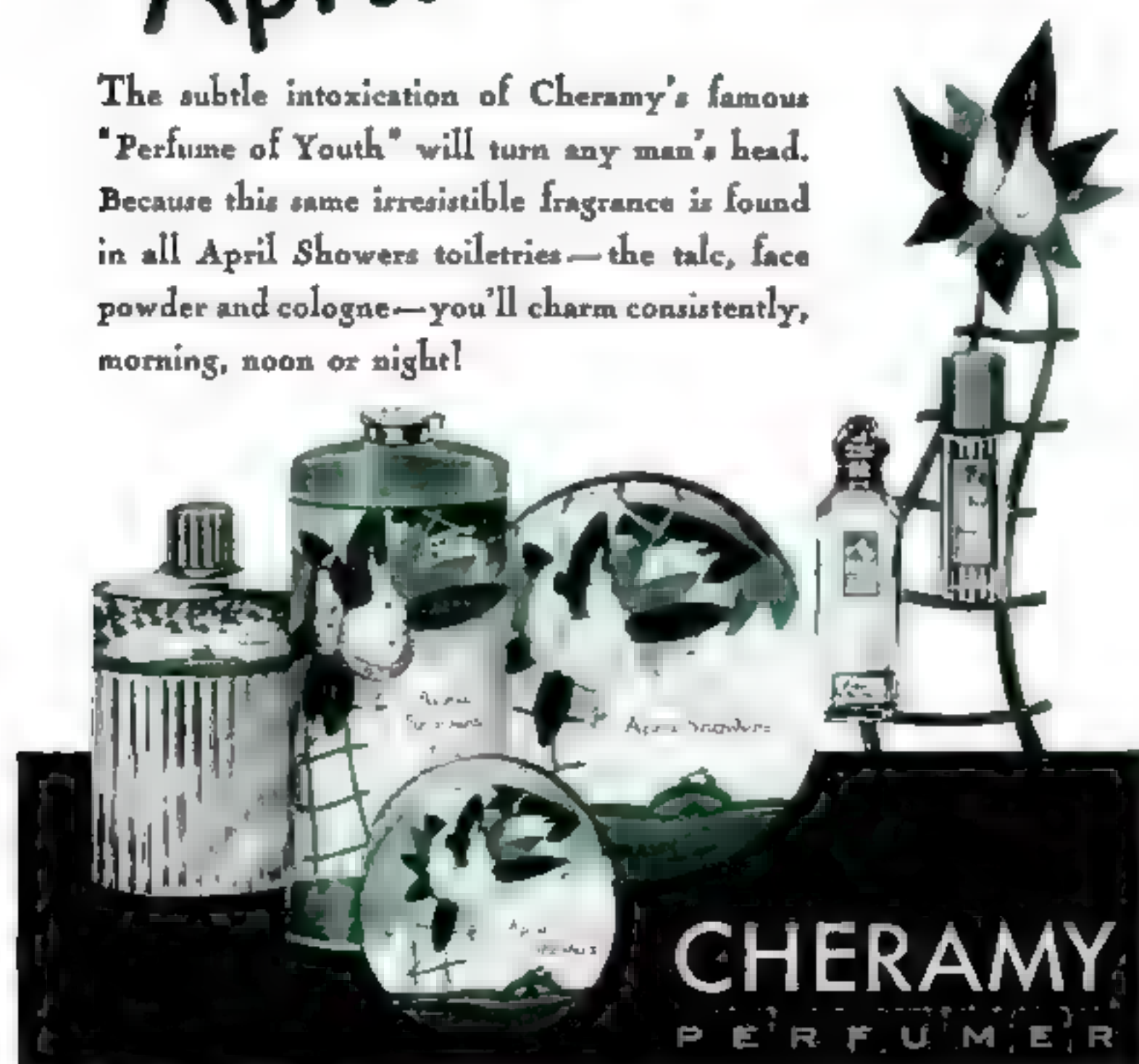
## SQUIBB Dental Cream





## April Showers

The subtle intoxication of Cheramy's famous "Perfume of Youth" will turn any man's head. Because this same irresistible fragrance is found in all April Showers toiletries—the talc, face powder and cologne—you'll charm consistently, morning, noon or night!

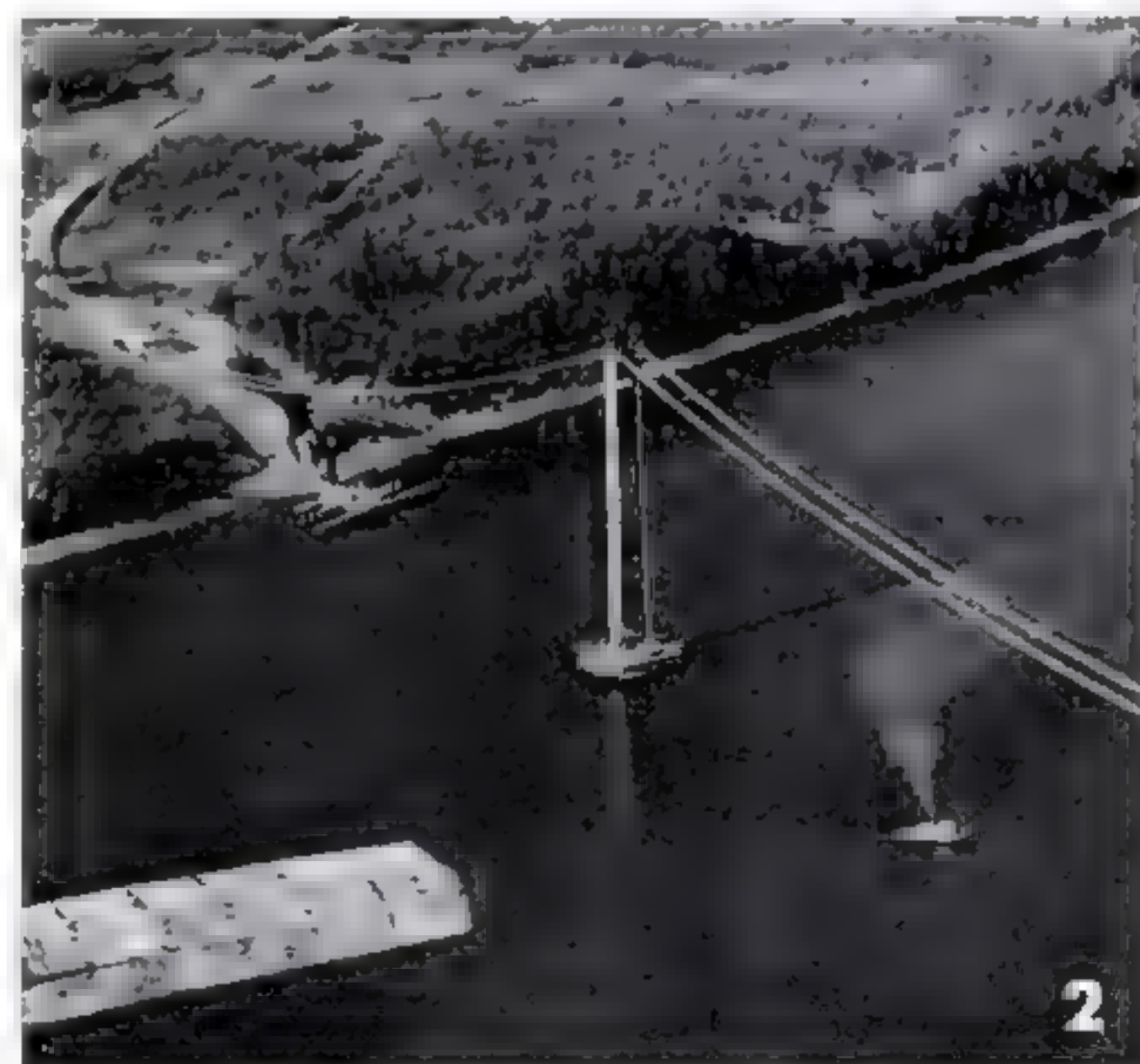


APPARENTLY UNDER CONTROL, TUG TOWS LUMBER BOOM DOWN THE NARROWS

## TIDES BENEATH NEW TACOMA BRIDGE SNAG 2,000,000 FT. OF LUMBER

Pet Project of PWA in a pet region for large-scale New Deal projects is the Tacoma Narrows Bridge, now under construction near Tacoma, Wash. Proud Tacomans boast that when it is completed this July 1, their bridge will have the third longest center span in the world, a spectacular example of the singular stamp of Federal favor on the Pacific Northwest. No less spectacular, however, is the engineering feat accomplished here by the same men who, with less difficulty, built California's Golden Gate Bridge.

Through Tacoma Narrows, tidewater from the complex marine geography of Puget Sound rushes by at speeds up to 500 ft. per minute, can rise 19 ft. between ebb and flood tides. These exceptional action pictures of a shipment of 2,000,000 ft. of cedar logs coming to grief show how treacherous tides made doubly difficult the task of sinking footings for the piers and help account for the estimated total cost, excluding approaches, of \$6,400,000.

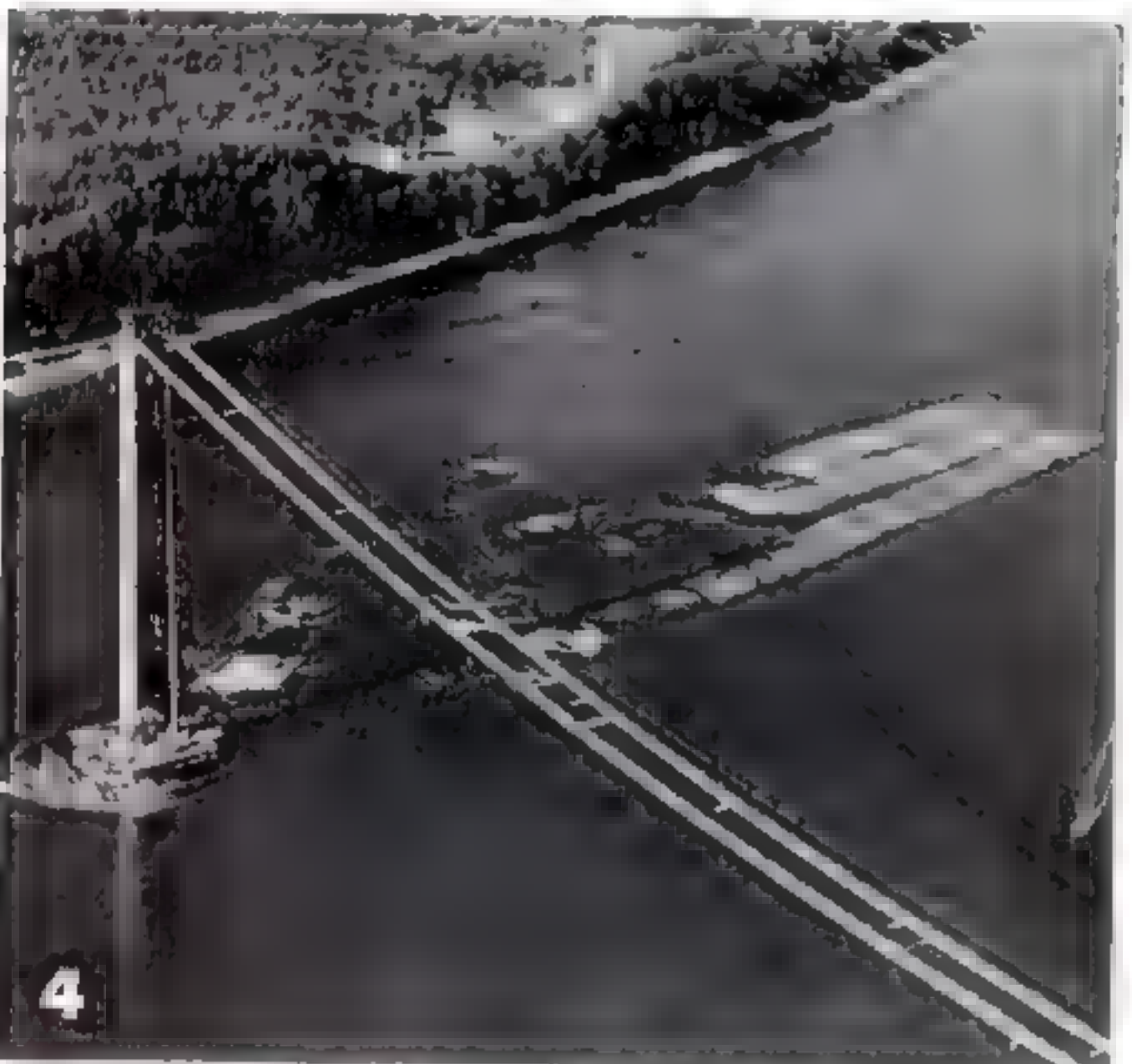


TIDE CATCHES BOOM, SWINGS IT AT PIER. TUG TRIES TO AVOID DANGER





3 IMPACT MAKES MATCHWOOD OUT OF ENOUGH LOGS FOR 100 FIVE-ROOM HOUSES



4 TUG (AT RIGHT) RETURNS TO SURVEY DAMAGE, FINDS BRIDGE UNSCATHED



5 TUGS FOUND LOGS SPREAD ALL OVER PUGET SOUND. THESE CLUNG TO PIER

*"The natural line  
is the beauty line"*

"Fit the leg in motion," said Kayser's hosiery designer—and that's how Nimble-Nee® was born! The top of the hem is one-way stretch; the lower part is two-way... to ease stocking-strain and give you greater comfort. You'll dance for joy—with nary a garter-run!—when you discover Nimble-Nee. (Keeps seams straight, too.) In two lengths, Del and Regular, and Kayser's 12 natural shades that are the beauty shades for Spring! \$1.15

\*Teaser

BE WISER...BUY  
**KAYSER**  
AMERICAN — MADE





**LIGHT...NOT HEAVY**  
**BUT WITH**  
**ALE'S EXTRA**  
**FLAVOR**



What does Ballantine's Ale taste like? It's light . . . not heavy . . . as light a drink as you could want. But there's "extra" enjoyment in Ballantine's Ale. A true ale—brewed with ale yeasts—it has a superb ale flavor. You'll find it full of character . . . exceptionally satisfying . . . a brew to drink with keener zest.

Millions of Americans get more enjoyment from Ballantine's Ale than from any other brew. In bottles (12 oz. and full quart) . . . in copper-colored cans (12 oz. and full quart).

Copt., 1940, P. Ballantine & Sons, Newark, N. J.

**BALLANTINE'S**  
 America's Largest Selling **ALE**

## PICTURES TO THE EDITORS

### THE SMELT OF SPRING

Sirs:

Up here we know the smell of spring by its smelt. A smelt can pick out a season quicker than a robin and the Cowlitz River near Longview, Wash., is carpeted now by millions of the small finny rascals, making their annual spawning pilgrimage up from the sea.

To celebrate the smelt season each

spring, 5,000 Longview townspeople and neighbors have a great fish fry by the river bank. The frying pan is designed to hold 500 lb. of smelts. Made of heavy cast iron, the skillet is 9 ft. across, 10 in. high and has a 6-ft. handle. The smelts are fried in the pan over a huge bonfire. It is the world's largest fish fry.

CHALMER D. SINKEY

Seattle, Wash.



GIRLS TIE BACON TO THEIR SHOES AND SKATE OVER PAN TO GREASE IT



SMELTS ARE FLAVORED WITH HUGE AMOUNTS OF SALT, PEPPER AND FLOUR



LONGVIEW'S PRETTY GIRLS EAT THE FRIED SMELTS OUT OF THEIR HANDS

**CONTRIBUTIONS:** Minimum rates for all rights, including resale and reuse. \$5 per photograph. Amateur photographers are welcome as contributors but their work must compete with professionals on an equal basis and will be judged and paid for as such. Unsolicited contributions however, whether professional or amateur, will be neither acknowledged nor returned unless accompanied by adequate postage, packing and directions. LIFE will not be responsible for safe handling of same either in its office or in transit. Payment will be made only on approval and publication. Address all correspondence about contributions to CONTRIBUTIONS EDITOR, LIFE Magazine, TIME & LIFE Building, Rockefeller Center, New York





## He knew what they'd find in that old cowhide trunk

**Y**OUNG HEIRS MIGHT BE SURPRISED—but he knew the fortune that was paid the Hawkinses when the railroad came through in '78 and how they never spent or banked a cent of it.

The old-time country editor was like that. He knew his county like the back of his hand, from the secret thoughts of the supervisors to the last thank-you-marm on a dead-end road.

He knew every man, woman, and child and their Great-Aunt Nellie who ran off with the lightning-rod agent. He knew the story of every yellow old record in the courthouse—and what the boys were laughing at in the livery stable last Sunday. He knew what chance the town had of getting that button factory, and why the parsonage would have a new tenant soon.

► The people he wrote for were just as much an open book to him as the news he wrote for them. He wasn't being quaint when he put the results of the school spell-down on page one, or filled five pages with country correspondence. That was meat and drink to the folks out on the R.F.D. routes—far more important than the Boer War or even silver at 16 to 1—and he knew it.

► That old-time country editor had *grasp* . . . complete, integrated understanding of all the news of his locality, and the whole of the mind for which it was written. And his formula, "the nearer the news, the bigger," was essentially the formula of all old-time journalism—in the big cities, as well as in the county seats.

But when Dewey entered Manila Bay and boys in bicycle shops began tinkering with the front ends of buggies, the old order began to pass away. The great, complex world forced itself into the affairs and thoughts of easy-going, turn-of-century America.

Economics, world politics, finance, industrial management, material resources, labor, social theory—they all began to matter somehow. They got you into wars and strikes and hard times. Science began to matter when diphtheria and t.b. were found not to be acts of God. Art began to matter when your daughter came back from Paris or Peoria calling you a Philistine.

► America's mind, stretching, pushing out its horizons, called for more news . . . more kinds of news . . . news from beyond the railroad depot. And the news poured in—from the just-hatched wire services, from specialists of all kinds, from the syndicates, the feature writers, the correspondents.

Soon the old one-man grasp was gone. The torrent of news was too great and too swift, its sources too many and too remote, for any one man to handle and absorb it all.

And if the editor was swamped, the reader was drowned. In self-defense, he learned to pick his way about his newspaper, snatching a bit here and a bit there, mostly according to the ingenuity of the headline-writer. Often he missed news of importance; often he failed to see what a series of day-by-day stories added up to in the end.

There was a crying need for a new experiment in journalism. A need for somebody with a national viewpoint—free from the pressure of daily and hourly deadlines—to bring the news together so that the intelligent reader could get its essentials, grasp them, make them his own.

► That somebody turned out to be The Weekly Newsmagazine. With its advantage of time for reflection and discussion, the Newsmagazine made this task its single-minded purpose. It set out to do the country editor's job with a world-wide scope and on a national scale.

. . . To take all the week's news and make the picture make sense to the average intelligent American. To set it against a fully comprehended background. To write it vividly, compactly, forcefully . . . with full appreciation of the mind for which it is intended . . . with the touch of human understanding that brings people and events to moving, breathing life.

The Newsmagazine is written by experts, but never for experts. No story in *TIME* can go galloping off on a hobby; it must be paced firmly and smoothly to the brisk stride of the whole magazine, whether the subject is world affairs or politics, or business or finance, or medicine, religion, or the arts.

► That is why *TIME* seems to be written by one man, who knows *TIME* readers as the old-time country editor knew the folks in his county. That is why the average *TIME* reader starts at the beginning and goes through to the end, feeling that every line gives him something that he wants and needs and can use.

---

This is one of a series of advertisements in which the Editors of *TIME* hope to give all the readers of *LIFE* a clearer picture of the world of news-gathering, news-writing, and news-reading—and the part *TIME* plays in helping you to grasp, measure, and use the history of your lifetime as you live the story of your life.

---



# TIME

-- THE WEEKLY NEWSMAGAZINE



## Questions 218,000 people asked about **CONSTIPATION**

Saraka registered nurses answer typical questions  
asked by visitors at Saraka World's Fair Exhibit.



**ARE WOMEN MORE SUBJECT  
TO CONSTIPATION  
THAN MEN?**

**A.** Because of less exercise, refined diet, and delicate physical balance, women are particularly subject to constipation. This very fact calls for a gentle laxative like Saraka which acts without violence or embarrassment.

**WHY IS SARAKA  
CALLED A "DOCTOR'S  
LAXATIVE"?**

**A.** Physicians frown on strong drugs which may be habit-forming or harsh bulk which may injure the intestines. But Saraka is so gentle in its action and so smooth, that it is often used in post-operative conditions.



**WHAT DO YOU MEAN BY "BULK  
PLUS MOTILITY"?**

**A.** Saraka gives you double action. BULK for intestines to exercise on... tiny granules made of bassorin which ex-p-a-n-d into a gliding gelatin-like mass. MOTILITY... in the form of a specially prepared cortex frangula which gently impels intestinal muscles to keep waste products moving.

### CHECK THESE ADVANTAGES:

- 1 No griping pains
- 2 No sharp seeds or scratchy particles
- 3 No harsh action
- 4 Not habit-forming
- 5 Economical to use
- 6 Pleasant to take



FOR CONSTIPATION TAKE  
**SARAKA**  
AND NATURE DOES THE REST

## Life's no party—at **HEARTBREAK AGE!**



**HEARTBREAK AGE**—when the hair loses its color and lustre, becomes unattractive, drab, old-looking, and the lady loses Love.



**DISCOVERY!**—Inecto-with-Lustrum, the amazing hair coloring and conditioning treatment, goes into action!



**LOVE RETURNS**—now that hair is once more full of radiant youth-like color and glancing lights and that silky feel!

**BUT "HEARTBREAK AGE"  
NEED NEVER HAPPEN TO YOU!**

Amazing... the action of Inecto-with-Lustrum! Inecto coloring the hair inside—beautifully and undetectably! And now Lustrum, the remarkable new substance which conditions the hair giving it silky sheen—making it silkier even to the touch! Go to your beauty shop now! Ask to see "Heartbreak Age"—a graphic portrayal showing how Inecto-with-Lustrum would be applied to your hair!

**inecto**  
WITH *Lustrum*

COLORS HAIR INSIDE • SOFTENS HAIR OUTSIDE

## PICTURES TO THE EDITORS

(continued)



### STILT WALKER

Sirs

Mrs. Betty Farkas is probably the only stilt-walking housewife in New York City. She began walking on "toothpicks" nine years ago.

She mounts the stilts, which are 4 ft. 8 in. high, via a tall cabinet (about 8 ft. high). Once up, she stands 10 ft. above the floor. She is so adept that she does calisthenics, puts on make-up and cuddles her 15-month-old son Teddy in her arms while maneuvering about on stilts.

For everyday stilt-walking, she wears a play suit but when visitors come, she sometimes puts on 7-ft. slacks that fit neatly over the stilts (bottom, opposite page).

NINA LEEN

New York, N. Y.



FOR FUN, SHE PUTS SHOES ON STILTS

# 6 TIMES

MORE WEAR IN THIS NEW  
BRUSH THAN BEFORE



50¢ TOOTH BRUSH, NOW  
**23¢**

### JOHNSON & JOHNSON GUARANTEE

This is the same, improved-quality Tek, introduced last year at 50¢. By an exclusive process, Tek lasts 6 times longer than before.

Photographs by amateurs submitted to LIFE's Contributions Department are considered on an equal basis with those of professionals. They should be submitted to:

Contributions Editor

**LIFE**

Time and Life Building

Rockefeller Center New York City

**FOR THE 1 MAN  
IN 7 WHO SHAVES  
EVERY DAY**

**A Special Shave Cream—It's  
Not a Soap, Needs No Brush!**

Daily shaving leaves many men's faces raw, sensitive. This is especially true of the man who, because of his business and social status, must shave every day.

To meet this condition Williams, for 100 years makers of fine shaving preparations, has now developed GLIDER—a special cream for daily shavers. With no soap base, it's a complete departure from ordinary shave creams. No brush. No lather. Not sticky or greasy.

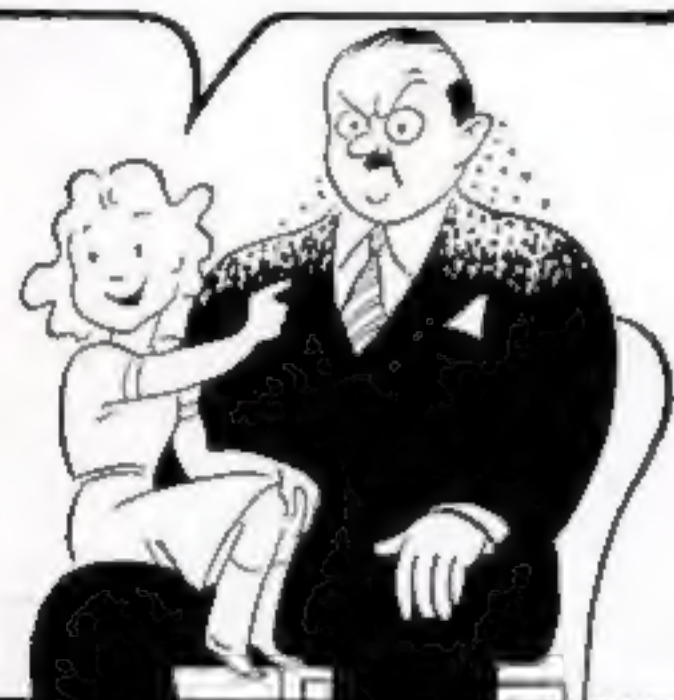
A superabundance of moisture in this rich cream softens each whisker, yet forms a protective layer over your face to keep blade from scraping. Swiftly, gently your razor glides over your skin. Like a cold cream, Glider helps smooth, soften your skin and prevent chapping and roughness.

FREE—tube of Glider. Send name, address today. The J. B. Williams Co., Dept. CG-7, Glastonbury, Conn.

Offer good in U. S. A. and Canada only



LOOK, MOMMY  
SOMEBODY  
**SALTED**  
UNCLE CHARLEY'S  
SHOULDERS!



**DANDRUFF**  
a warning of nature  
only the foolish ignore

Dandruff has cost many men their hair. Treat it seriously as you would any disease. Use Glover's Mange Medicine.

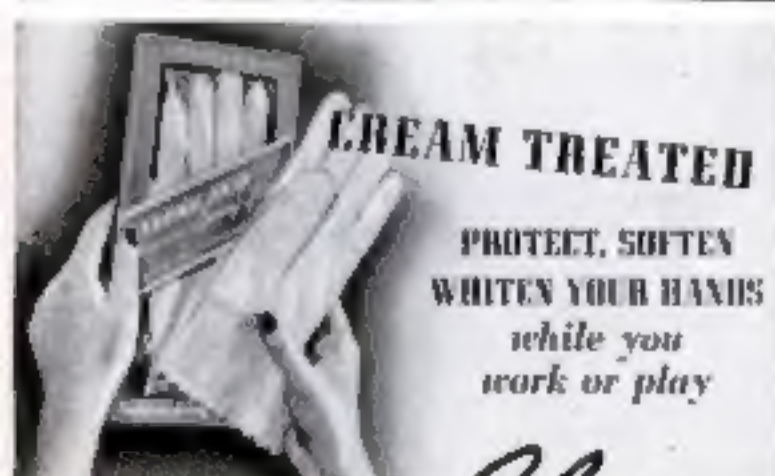
It's not a gaily perfumed alcoholic toiletry that's slicked on the hair, but a medicine in every sense of the word—a prescription formulated by Dr. Glover over 50 years ago.

Also especially valuable when used with massage for helping check excessive Falling Hair, relieving Itching Scalp and in Patchy Baldness when hair regrowth is possible. Why experiment with half-way measures on a matter so highly important as your hair? Get Glover's Mange Medicine at your Druggist's today! Now 40c and 75c a bottle.

Shampoo afterwards with Glover's Medicated Soap and see the glowing lustre it gives your hair. **FREE**—a helpful booklet you'll value in treating any common scalp or hair condition. Address GLOVER'S Dept D, 460 4th Ave., New York.

**GLOVER'S  
MANGE MEDICINE**

★ THE definite purpose of LIFE is to inform its readers of what is going on in the world today—to bring them the news which can best be told in pictures. ★



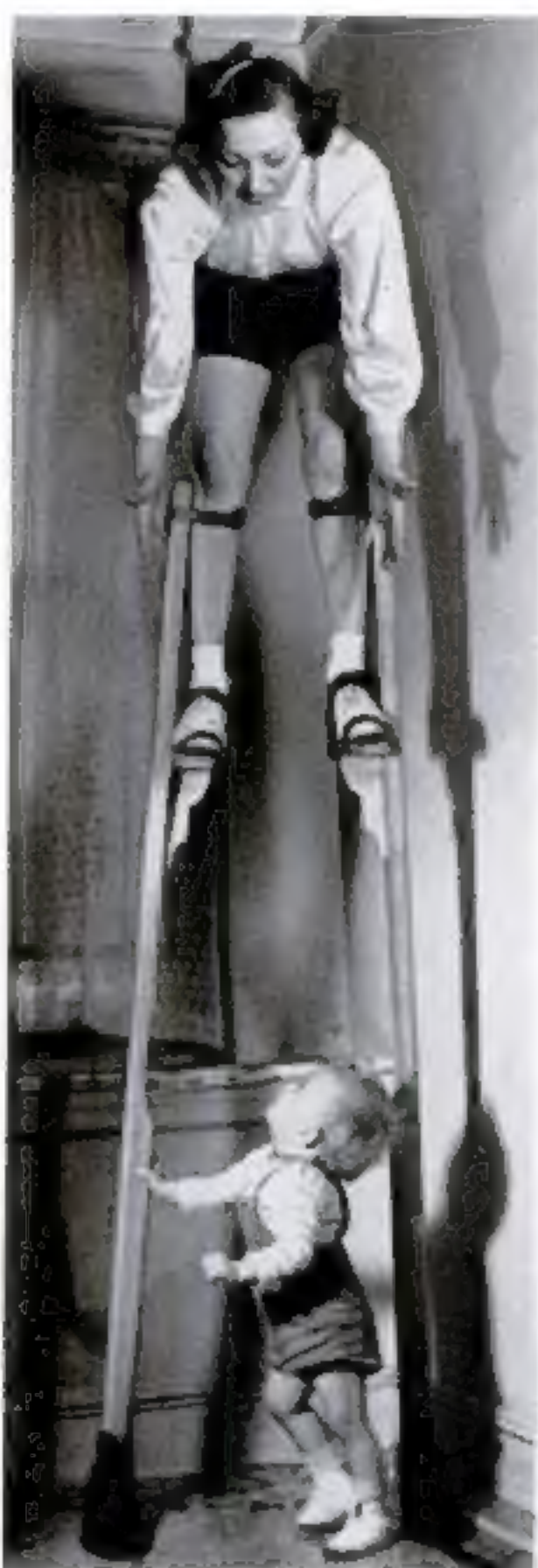
**KREME-SKIN Gloves**

Here is an easy, practical method of hand care—gloves that protect and beautify, both at the same time. Worn for HOUSEWORK, DRIVING, GARDENING, etc., they provide comfortable protection against dirt, scratches, and damage to the manicure. At the same time their soft lamb leather, permanently cream-treated, gives a continual beauty massage, softening and whitening the hands. Washing gloves won't impair cream treatment.

At toilet goods, glove, gift or specialty counters—or send \$1. and glove size to NATIONAL GLOVE CO., Dept. L40, Columbus, Ohio.

## PICTURES TO THE EDITORS

(continued)



HER SON TEDDY GAZES UP AT HER



SHE PUTS ON MAKE-UP WHILE UP

# Confessions of a PRIVATE SECRETARY

## I GOT A RAISE

THE DAY I SHOWED  
THE BOSS HOW KLEENEX  
SOOTHES A RAW NOSE  
DURING COLDS. AND  
NOW WE'RE BOTH  
BREATHING EASIER!

(from a letter by A. C., Fort Dodge, Iowa)



## MERCHANT OF MENACE

...THAT CLERK WHO SOLD ME  
SCRATCHY TISSUES INSTEAD OF  
KLEENEX! EVEN BABY NOTICED  
THE DIFFERENCE...SO NEXT TIME  
IT'S SOFT KLEENEX... OR ELSE

(from a letter by J. S., Hollywood, Calif.)



## IT'S IN THE BAG

...THOSE NEW PURSE-SIZE  
KLEENEX LIPSTICK  
TISSUES. SMALL AND  
HANDY, THEY'RE  
PERFECT TO SAVE  
HANDKERCHIEFS  
FROM LIPSTICK STAINS.

(from a letter by  
H. J. T., New York, N. Y.)

Try them—12 purse-size folders, only 20c

## AFTER THE BRAWL WAS OVER!



I HATE TO  
CLEAN UP  
AFTER A PARTY  
BUT NOW I USE  
KLEENEX AND IT'S  
REALLY EASY TO BRIGHTEN  
ASH TRAYS AND  
MOP UP "SPILLS".

(from a letter by L. S., Santa Monica, Calif.)

● During colds especially, Kleenex soothes your nose, saves money, reduces handkerchief washing. Use each tissue once—then destroy, germs and all.

Adopt the habit of using Kleenex in the Serv-a-Tissue box that ends waste and mess... now both 500-sheet and 200-sheet Kleenex come in the Serv-a-Tissue box. Keep one in every room in your home, one in your office, another in your car.

**Don't put a Cold in your Pocket...USE KLEENEX!**

KLEENEX\* DISPOSABLE TISSUES (\*Trade Mark Reg. U. S. Pat. Off.)



## How's your "Pep Appeal"?

—by Williamson



Bill: You take the looks—I'll take the Pep Appeal!



Marge: Holy cats! Did you hear that? How do you get it, Linda?

Linda: Vitamins, darling! I've been getting all my vitamins. You should have seen me before I learned *that* lesson.



Marge: You mean, eat spinach and stuff?

Linda: Yes, and more than that! For one thing, I know a scrumptious breakfast cereal called KELLOGG'S PEP that's extra rich in two of the important vitamins, B<sub>1</sub> and D. We'll try it for breakfast tomorrow.



Marge: Say! While you were doing all that chinning about vitamins, why didn't you tell me what a *grand* tasting cereal PEP is. I could go for it every day in the week!

## Vitamins for pep! Kellogg's Pep for vitamins!

Pep contains per serving: 4/5 to 1/3 the minimum daily need of vitamin B<sub>1</sub>, according to age; 1/2 the daily need of vitamin D. For sources of other vitamins, see the Pep package.

MADE BY KELLOGG'S IN BATTLE CREEK

COPYRIGHT, 1940, BY KELLOGG COMPANY

## PICTURES TO THE EDITORS

(continued)

### PLANETS ON PARADE

Sir:

By setting my camera at time exposures up to 60 min. on March 2, I got this picture of five planets. In ascending

order, their paths are: 1) Mercury, a short streak just visible above the hill; 2) Jupiter; 3) Saturn; 4) Venus and 5) Mars. The faint streaks are star traces.

DOROTHY N. DAVIS

Pasadena, Calif.



### JUGGLER

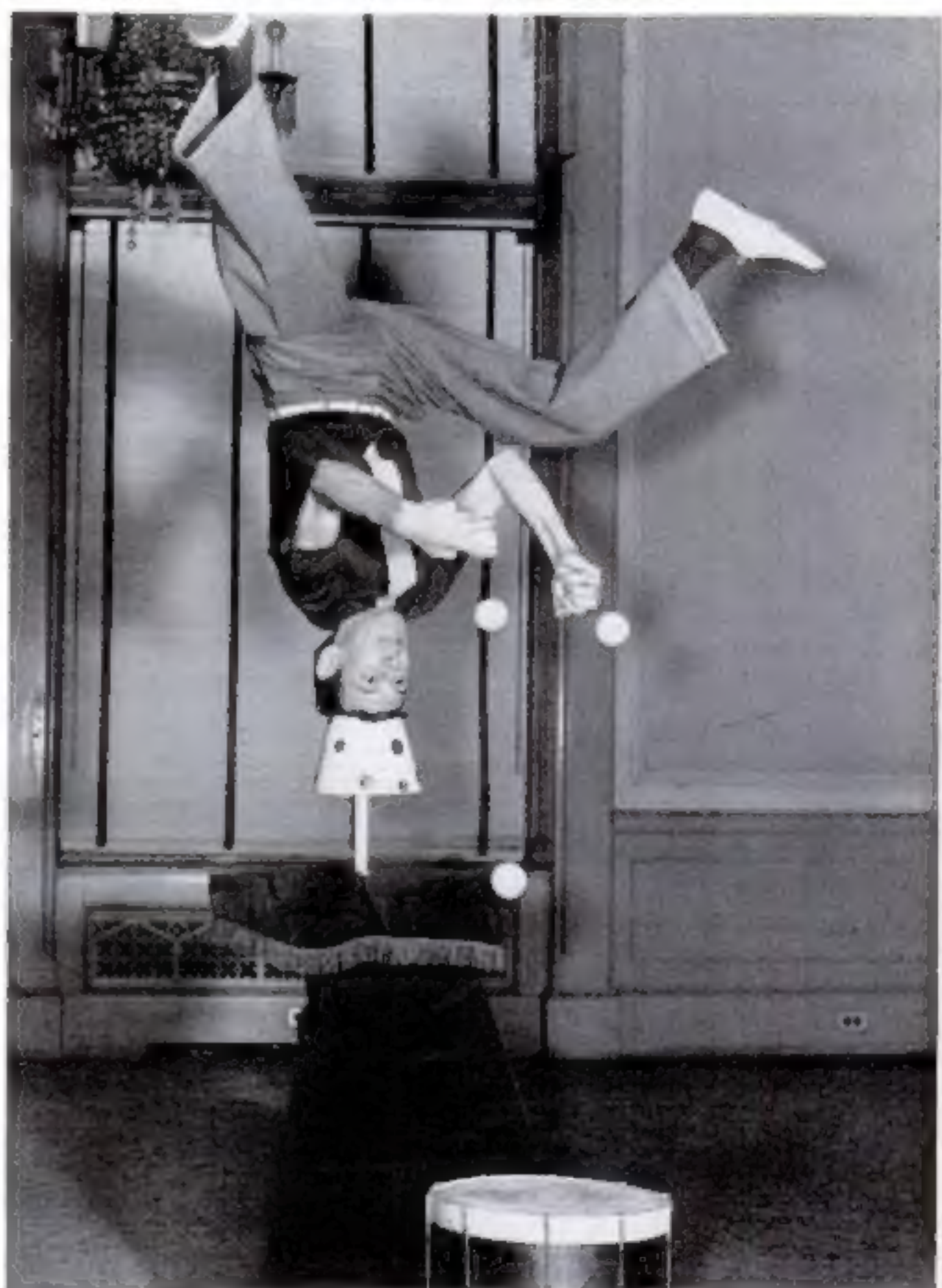
Sir:

Bobby May, veteran vaudeville trooper, can juggle five tennis balls while standing upside-down on a headrest. He

flips them onto a drum and catches them on the rebound. In this picture, May has flipped three balls and is about to flip two more in his left hand.

L. S. WILLIS

Philadelphia, Pa.





**SINCE THE DAYS OF THE INITIALED SHAVING MUG**

*Your TASTE, too, has changed!*



#### STEPPING OUT..1890

Grandpa could tell you—that a “big night” in the Nineties meant a big day of getting ready.

There was a heavy beard to be meticulously trimmed... and a handle-bar mustache to be heavily waxed...

Ornate and heavy clothing... ponderous jewelry. And finally—to bolster up your sinking endurance—a brimming beaker of heavy, heady, bottled-in-bond whiskey just before you grabbed your hat and cane.

For in those days, all bonded whiskeys were heavy—the only kind that old-time methods could produce.



#### STEPPING OUT...1940

In these modern days, stepping into your light, easy-fitting, sleek-tailored “formals” is as easy as putting on your sack suit—and *tastes* have changed as much as tailoring.

Your modern taste calls for a whiskey that's *light...smooth...mellow*.

That's why you'll like Hiram Walker's Signet.

Signet is distilled for *lightness*, its delicate flavor will delight you—try Signet today... it's *the first bonded whiskey of its kind!*

COPR. 1940  
HIRAM WALKER & SONS INC.  
PEORIA, ILL.

Delightfully light... because

*It's Aged in AGED Wood*

# Signet

*First Bonded Whiskey of its kind*

#### WHAT AGED IN AGED WOOD MEANS

SIGNET is distilled for lightness. It is then aged in charred casks that have been pre-mellowed by repeated prior use. Scotch and Canadian whiskeys and the rarest French brandies are also aged in casks that have been thus pre-mellowed.



*This whiskey is  
4 years old  
100 proof*

Copyrighted material



Coca-Cola has the charm of purity. It is prepared with the finished art that comes from a lifetime of practice. Its delicious taste never loses the freshness of appeal that first delighted you...always bringing you a cool, clean sense of complete refreshment. Thirst asks nothing more.

# Take a minute to refresh



COPYRIGHT 1940, THE COCA-COLA COMPANY

When you're so busy you're ready to drop...drop into an easy chair and enjoy *the pause that refreshes* with a frosty bottle of Coca-Cola from your own refrigerator. It's a refreshing little minute that's long enough for a big rest.

5¢



THE PAUSE THAT REFRESHES